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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 1 | NEW YORK, MONDAY, JUNE 1, 1931 | TEN CENTS

Allied Unit Backs Levy Of Special Circuit Tax

$102,004,009 Gross of Fox Film in 1930

Operating Profit Amounts To $4.06 for Year

Gross income of $102,004,009 and net operating profit of $10,251,827 are shown in the annual report of Fox Film and its wholly owned subsidiaries for 1930, issued yesterday by Harley L. Clarke. Net operating profit amounted to $4.06 on the 2,525,660 shares of A and B stock outstanding at the close of the year. Of these shares 1,600,000 were not issued until

(*Continued on page 4*)

RKO Dominates Cincinnati Field

CINCINNATI—It is now practically certain that RKO will operate the new Paramount which is nearing completion here. The house will pass from direction of Publix through lease to RKO, and will not figure in any pooling arrangement, according to the setup as now reported. This will

(*Continued on page 6*)

Thrifty Germans Are Foiled by Ufa's Plan

The Germans are careful buyers, thinks Frederick Wynne-Jones, Ufa's American representative. If they can see the German talkers playing the Ufa Cosmopolitan in Yorkville or elsewhere later at cheaper prices, they'll wait, he says. Therefore, he has determined that the pictures playing the new Columbus Circle house will not play any other house in New York.

Metro Profit for 28 Weeks Is $3,535,439

Metro-Goldwyn Pictures earned $3,535,439 in the 28 weeks to March 13, 1931, after all charges and taxes were met. For the same period last year the company reported a profit of $6,076,322 before taxes and other charges.

On the Veldt

Ed Schiller says the seats they use in South African theatres are so close together the patrons get corns on their knees.

Jersey Fireworks

Fireworks are scheduled for June 3, instead of July 4, for New Jersey exhibitors when a special meeting will be held for a showdown on the Allied question. Reports are current that unless Allied can do something for Jerseyites in regard to protection and the contract situation, wherein distributors have the right to take certain pictures off without the exhibitor cancelling one in return, Leon Rosenblatt and his affiliated theatres will withdraw from the Jersey unit. Rosenblatt has five theatres and is understood to be interested in a good number of other houses in the state.

Rosenblatt denied intention of withdrawing his theatres and affiliates from the Jersey unit, stating that he and his associates would like to know whether Allied will help the independent exhibitor in solving his troubles.

Shorts Go on Feature Basis For Columbia

CHICAGO—"Sell shorts on the same basis as you sell features," is the message being given to the Middle West convention of Columbia in session here. The three-day meetings opened Sunday. Special emphasis is being given on the Mickey Mouse subjects, 13 of which are on the program for the new season. The world-wide reception given the Mickey cartoons is

(*Continued on page 6*)

Para. Has Nothing To Say About Clara

HOLLYWOOD—Paramount will neither confirm nor deny MOTION PICTURE DAILY'S story that efforts are being made to buy up the six months' unexpired portion of Clara Bow's contract. One studio official declares Clara is still seriously ill in a local sanitarium.

Local Operation Is Policy of Franklin

DALLAS—Meeting for the first time with 50 of the Texas and Oklahoma managers of the Hughes-Franklin circuit, Harold B. Franklin president and general manager, assured them that the home office would not attempt to operate the theatres from a distance but would leave operations entirely in the hands of the local man-

(*Continued on page 6*)

Fail to Halt Twin Bills in N. Y. Area

Possibility of eliminating double features in the Greater New York territory is seen as remote, according to a concensus of opinion by various New York exchange managers. While attempts are being made to do away with the practice, exhibitors are apparently finding it necessary and intend to continue with twin bills as long as the policy shows results. Exchange managers are making every effort to efface double features, but

(*Continued on page 2*)

Keep Copy Clean Is Botsford'sReminder

Publix managers have been ordered by A. M. Botsford, advertising and publicity director, to observe both the letter and spirit of the advertising code drafted by the Hays organization. His reminder is prompted by reports from the Hays office that salacious and morally questionable ads have not been eradicated.

New Contract Given To Laemmle Junior

Carl Laemmle, Jr., who a few weeks ago was named second vice-president of Universal, has been given a new contract as general manager of Universal. It was signed with R. H. Cochrane, vice-president.

Fear That Indiana Chain Store Tribute May Be Extended Is Felt

Reverberation of the United States Supreme Court decision upholding validity of Indiana's graduated tax on chain stores already is being heard against circuit theatres with lobbying under way by the Allied unit in Ohio for a tax on the circuits based along the lines of the Indiana levy. The Allied move is one to circumvent a proposed ten per cent tax on admissions.

This is the first known move aimed at circuit houses to come from within and is expected to crystallize misgivings in New York circles that the chain store tax may extend itself to this business.

Circuit operators and executives in

(*Continued on page 6*)

Paramount in N.Y. To Loew's and RKO

Paramount's product will be split between Loew and RKO in Metropolitan New York this season with 35 pictures going to each. Last season Fox replaced RKO on division of the Paramount product. Contracts for the product will be signed this week.

Colored Trailers Plan Of Meyer-Reiger

Colored trailers, synchronized and with music and effects, are reported planned by Meyer-Reiger. According to plans understood to be under way, 80 feet in trailers of 150 feet will consist of color scenes while the balance of the film will be black and white. All-color trailers may follow later. The new trailer service company starts activity in September after a complete trailer library of last year's product is completed. Offices in Chicago and Los Angeles in addition to headquarters in New York are expected to be operating by then.

Cook Back Today to Set Tiffany Line-up

Feature line-up of Tiffany and Sono Art is to be set this week following return today from the Coast of Grant L. Cook, executive vice-president of Tiffany. The two firms will have approximately 52 features.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 1, 1931 No. 1

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Not a Paramount On Buffalo Rialto

BUFFALO—For the first time in its history, Shea's Buffalo played a Fox picture, "Doctors' Wives." More interesting, Shea's Hippodrome also played Fox product the same week, "Mr. Lemon of Orange," both features first available to Loew's Fox-Great Lakes here, not accepted, and then sold to the Shea organization. It was a strange situation to see no Paramount product on the main stem, and two pictures from a rival producer in Publix houses.

Third A. M. P. A. S. Meet

Third of a series of symposia dealing with art and technique of motion picture production will be held Wednesday evening at the Writers Club in Hollywood. The Academy of Motion Picture Arts and Sciences is sponsoring the meets. Carey Wilson will preside at this session which will have "Cooperation on the Set" as the chief topic. Adolph Menjou will speak for the actors, B. P. Schulberg for producers, Douglas Shearer for sound engineers, Virgil Miller for cinematographers and Scott R. Beal for assistant directors.

120 From U. K.

LONDON—British studios will produce 120 features in 1931-32, which is approximately 40 per cent of American importations, according to Simeon Rowson of Ideal.

Lunt-Fontanne Story

HOLLYWOOD — Ferenc Molnar's "The Guardsman" will be the first starring vehicle for Alfred Lunt and Lynn Fontanne, new M-G-M players. Sidney Franklin will direct.

"Tarzan" for M-G-M

HOLLYWOOD—Edgar Rice Burroughs, author of the "Tarzan" stories, has been commissioned by M-G-M to write an original story around the character.

Purely Personal

CURTIS F. NAGEL, co-producer with Howard C. Brown of the Educational Romantic Journeys advises that hitherto unpenetrated places in Algiers will be seen in the new series now being made.

BERNIE KRANZ, former Brooklyn Paramount salesman, now is handling the same territory for RKO. He replaces Louis Kutinsky who is now in the home office.

BILLY FERGUSON and Phil De Angelis can take some bows on the way they plastered the Greater New York territory with M-G-M institutional signs.

HARRY KUTINSKY, who operates a trio of Brooklyn theatres, is negotiating to take over two more in the same borough.

A. W. SCHWALBERG, of Warners, was slated to be married last week end and plans to spend his honeymoon in Canada.

J. A. THORPE, former studio manager for British International, is back in New York from Hollywood.

DICK PEARL, now in town on important business, is a protege of the Graingers, J. R. and E. C.

JOHN BENAS, Jersey exhibitor, has a badly discolored eye from a recent automobile accident.

Joe ROSENZWEIG spent the week-end at Riverdale, N. J. Jack Ellis went to Camp Maopac.

MILTON SCHWARTZ arrives on the Coast today in connection with his new business.

ARTHUR C. BROMBERG is in town from Atlanta. It'll be a short stay.

JACK GOLDSTEIN is handling the German picture "Bockbierfest."

ARTHUR LOEW is still wearing those smoked glasses.

WINNIE SHEEHAN paid Harry Buxbaum a visit at the Fox New York exchange Thursday for a little chat.

DAVE BADER has bought himself a new Tuxedo, having left his old one on the coast.

Ten Openings

Broadway is now in the throes of more openings than at any other time in its recent history. Ten new pictures are making their debut. Of that number, MOTION PICTURE DAILY had caught eight before they reached Broadway houses. Two, "Ubangi" and "The Five Year Plan," are to be reviewed. The line-up:

ASTOR—"A Free Soul" (M-G-M)—Opening Tuesday, reviewed by MOTION PICTURE DAILY April 18.

CAPITOL—"Daybreak" (M-G-M)—reviewed April 10.

CRITERION — "The Smiling Lieutenant" (Para.)—reviewed May 22.

GLOBE — "Up for Murder" (Univ.)—reviewed May 26.

HOLLYWOOD — "Svengali" (Warners)—reviewed May 1.

MAYFAIR — "Donovan's Kid" (Radio)—reviewed May 5.

PARAMOUNT—"The Lawyer's Secret" (Para.)—reviewed May 11.

RIALTO — "The She Wolf" (Univ.)—reviewed under title of Mother's Millions" Feb. 19,

RIVOLI — "Seed" (Univ.)—reviewed April 21.

ROXY — "Women of All Nations" (Fox)—reviewed May 26.

STRAND—"Gold Dust Gertie" (Warners)—reviewed May 2.

WARNERS — "Three Loves" (Associated Cinemas of America)—reviewed May 28.

WINTER GARDEN—"The Maltese Falcon" (Warners)—reviewed April 9.

Decline on Stock Exchange Continues

(As of Friday, May 29, 1930)

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	5	5	5	— ⅛	200
Consolidated Film Industries, pfd	13¾	13¾	13¾	— ¼	100
Eastman Kodak	134¾	128¼	129¾	—1¼	5,500
Fox Film "A"	15¾	14⅝	15	.....	10,800
General Theatre Equipment new	4	3¾	3¾	— ⅛	2,100
Loew's, Inc	39½	37⅝	38⅜	— ½	5,600
M-G-M pfd	24	22	22	—2½	600
Paramount Publix	23⅞	21⅞	22⅛	—1¼	7,300
Pathe Exchange	1⅛	1	1	.....	300
RKO	13¾	12	12⅜	— ⅞	30,700
Warner Bros.	7¼	6½	6½	— ½	23,700
Warner Bros. pfd	18	18	18	.....	300

Curb Issues Off; Trans Lux Hits New Low

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2½	2½	2½	— ¼	800
General Theatre Equipment pfd	6⅜	6	6	— ¼	300
Technicolor	6¼	6¼	6¼	.....	200
Trans Lux	6⅝	6	6¼	— ⅛	2,300

Film Bonds Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	30	29	29	— ¼	12
Loew's 6s '41 ex war	95¾	95¾	95¾	+ ⅛	2
Paramount Broadway 5½s '51	101	100¼	101	.....	17
Paramount F. L. 6s '47	80	78	79	+1	24
Paramount Publix 5½s, '50	69	67⅞	68	—2	26
Pathe 7s '37 ww	81⅝	81¼	81¼	+ ⅛	6
Warner Bros. 6s '39 wd	39¼	37⅛	38¼	— ¾	45

Fail to Halt Twin Bills in N. Y. Area

(*Continued from page* 1)

most of them are finding themselves checked as the new selling season gets under way.

One district sales manager for a major company is now selling a special and is asking exhibitors not to put the feature on a double bill. No riders and no other agreements other than a verbal say-so not to twin feature the film is all the assurance he is getting. While his company is reported to be including a penalty clause in contracts is other territories, this man stated Friday that if he insisted on employing written agreements he would jeopardize a large number of accounts which he will not do. He is getting promises and, notwithstanding, expects many theatre owners to play the picture in question on twin bills with no recourse for breach of the verbal agreement.

Other companies are up against the same problem. One exchange manager whose company recently went to percentage for new product finds that he can't dictate policy of theatres to exhibitors and is therefore asking a stiff percentage. But this, he declares, will not stop the practice.

The primary factor that precludes doing away with double feature programs is the circuit question, it is stated. In Greater New York, the concensus is that unless Loew's stops it, how can it be expected independents will eliminate it. The same situation prevailed in Chicago recently when affiliated and independent circuits attempted to get together on the subject but failed.

With the advent of summer and opening of resort theatres, this season will probably find more playing twin bills than ever before. Even Coney Island is going in for it. Stauch's there now is offering twin features. Independents operating in cities where single features have been the rule are understood to be planning to add another picture to the bill in a hope it will bolster trade.

Jolson for "Pastures"

Al Jolson is understood to be closing for "The Green Pastures," Pulitzer Prize play, in which he will play the Lord.

Warfield Reduces Scale

SAN FRANCISCO—For the first time on record that the theatre has cut prices, the Warfield has slashed its admission scale from 90 cents to 50 cents. The new scale now is 25 cents, 35 cents and 50 cents.

Akerson Sued

Suit for $3,670 has been filed against George E. Akerson of Paramount by F. B. Keech & Co., New York stock exchange firm. No cause of action has been made public.

Must Stand Trial

Supreme Court Justice Alfred Frankenthaler ruled Friday that John Flinn and Harry F. Lally will have to stand trial on indictment charges in connection with the Pathe studio fire.

hurry!-
hurry!-

or you'll have to play a substitute

only 22½% of all available booking time still open!

FIRST COME!
FIRST SERVED!



Greatest champion in the history of sports. The only man who ever won every important national and international golf title!

there's only one

BOBBY JONES

A Series of 12 VITAPHONE SHORTS
"HOW I PLAY GOLF"

He Can not Be Imitated!

$102,004,009 Gross of Fox Film in 1930

(Continued from page 1)

April 17, 1930. After deducting $1,046,392 of non-recurring expenses, part of which were incurred prior to 1930, there remained $9,205,435 available for dividends. This was equal to $3.64 a share on the stock and compares with a net profit of $9,469,051 in the previous year.

Production was put under budget control for the first time late last year and savings of at least $3,000,000 are expected to result this year, the report states, while in 1930, administration and distribution costs were more than 45 per cent. lower in comparison with film rentals than they were in 1925.

Foreign business, which increased 55 per cent. in 1929, now accounts for 33 per cent. of the gross film rentals received, the report continues. Newsreel business increased 21 per cent. in 1930 over 1929 and 14 per cent. during the first three months of 1931, as compared with the first quarter in 1930. Theatre receipts of direct subsidiaries in 1930 are placed at $51,414,002, as compared with $39,962,044 in 1929.

Amortization of film for 1930 amounted to $27,305,357, as compared to $24,158,544 in 1929, and depreciation on plant and equipment, exclusive of studio property, was $3,873,560, as compared to $2,678,761. The report shows not only the earnings of the company, as certified by the firm of public accountants which has audited its books in the past, but indicates what earnings would have been under the system of accounting employed in the audit made for the purpose of financing completed in April.

Considerable interest has been aroused over the methods of auditing on which the Fox report is based. Harley L. Clarke, in the annual statement, goes into considerable detail to outline the differences between the Price, Waterhouse and the Touche, Niven system, the latter being the plan used by Fox. He says:

> There has recently developed some diversity of opinion respecting the details of the method of writing off the cost of pictures, the discussion having arisen primarily because of the advent of sound films. Previous to sound films, your company wrote off its picture costs according to a schedule prepared by Messrs. Price, Waterhouse & Co., in 1926. According to this schedule, part of the gross rentals received from the picture were set aside each week to amortize its cost. In the early weeks after the release of a picture, the percentage of cost was large and it gradually decreased over a period of 78 weeks. Though this schedule proved fully satisfactory in experience, the present method of write-off of your company is more drastic. In fact, the actual write-off for the 52 weeks ended December 27, 1930, and made a part of this report, exceeds by $1,487,176 that which would have been written off under the schedule of 1926.
>
> With respect to the sound pictures released in 1929, it was agreed, on the advice of the auditors, to set aside weekly 50 per cent. of the rentals for writing off their costs. Consequently, at the close of 1929, that is, at the beginning of the period covered by this report, the situation stood as follows: The costs of all silent pictures had been entirely written off, whatever the date of their release; the costs of sound pictures released during the year had been in part written off by applying to their amortization 50 per cent. of all the gross rentals received from them; and the inventory of the company as of December 28, 1929, had been established by Messrs. Touche, Niven & Co., the auditors of your company, with the concurrence of Messrs. Price, Waterhouse & Co., who represented banking interests in connection with certain financing and who were consulted with respect to the inventory, as well as with respect to all other questions pertaining to the balance sheet and the statement of profit and loss. Your company accepted this inventory and this audit in full. It was a part of the report filed by your company with the New York Stock Exchange; it was printed in its annual report for the 52 weeks ended December 28, 1929; it was the basis for the financing in April, 1930; and it has been made the basis for all subsequent interim reports issued by your company. Your company continued to write off its inventory during 1930 in exact harmony with the method recommended and accepted by the auditors for the sound films released in 1929.
>
> In connection with the recent refunding of maturing notes of your company, Messrs. Price, Waterhouse & Co. were invited to make a special audit for an interim report as of September 27, 1930. In this audit they ignored the inventory which had been established as of December 28, 1929 (which included the write-off of all silent pictures, amounting to $4,764,362), and determined one for an earlier date (September 28, 1929) which is inconsistent with it. Moreover, their calculations of write-off were on the basis of a new schedule which was made retroactive for 52 weeks to September, 28, 1929, or to a date three months prior to the period that had been closed in the audit of December 28, 1929. This new schedule amortizes film costs much more rapidly than any heretofore used; according to it, more than 93.5 per cent. of the domestic allocations of negative costs are written off in 26 weeks.
>
> The new proposed write-off schedule was based on the rental history of the first 29 sound pictures released, four of which were originally planned as silent pictures and were only partially dialogue pictures. At the beginning of 1929 there were only 1,046 theatres in the United States and Canada that were equipped with sound reproducing apparatus, and a much smaller number were equipped in foreign countries. Consequently, the early sound pictures were a novelty, and being shown largely only in de luxe theatres had a relatively short life. But by August, 1930, there were 12,534 theatres in the United States and Canada equipped for sound reproduction, which the normal number of positive prints can serve only in the course of many months, and consequently since that time the revenue life of a film has been greatly prolonged by its exhibition in second-run and third-run theatres. Moreover, there has been a corresponding prolongation of the life of films exhibited in foreign countries.
>
> The position taken by your company is that 29 pictures, four of which were not original sound pictures, are too few to provide a solid statistical basis for an amortization schedule, and that the results for these few pictures do not justify abandoning Price, Waterhouse & Co. schedule of 1926, and ignoring and contradicting the experience of your company in producing and releasing 851 pictures over a period of 16 years. Moreover, it is the position of your company that the first sound pictures produced do not furnish a valid statistical basis, because they were released during the exceptional conditions in which theatres were in the process of being wired for sound reproduction. A write-off schedule based on films now being released would undoubtedly approach the Price, Waterhouse & Co. amortization table of 1926, for sound pictures have taken the place of silent pictures, being distributed by the same producers, exhibited in the same theatres, and viewed by the same public.
>
> As a consequence of the lack of unanimity of opinion respecting the matter of treating the write-off of film costs, your company asked its auditors, Messrs. Touche, Niven & Co., to determine its film inventory as of December 27, 1930. This Messrs. Touche, Niven & Co. have done in a certified report which your company accepts and includes in its balance sheet printed on page 12. The basis of the write-off is as follows: Since 67 per cent. of current film rentals are from domestic sources and 33 per cent. are from foreign, 67 per cent. of feature picture costs are written off from domestic rentals and 33 from foreign. Fifty per cent. of the gross domestic rental received from each film is set aside for amortization for 52 successive weeks following its first release. If the amount thus set aside exceeds 67 per cent. of the cost of the film, a credit for the difference is taken into the income account. If it falls short of 67 per cent. of the costs, the deficiency is at once charged against the income account of the company. All subsequent rentals from a completely amortized film are taken into the general income of the company. The portion allocated to amortization from foreign rentals is treated in the same way after making allowance for the later release dates and for the fact that these positives are produced in foreign countries.
>
> It follows that the cost of every negative film is necessarily completely written off in 52 weeks after its domestic and foreign release dates, instead of in 78 weeks after the domestic release date as under the 1926 write-off schedule of Messrs. Price, Waterhouse & Co. Of the 76 sound pictures which so far have been released, the domestic portion of the costs of 22 were entirely written off before the expiration of 52 weeks after their release and several were completely amortized much earlier. For example, the entire domestic allocation of cost of one picture was completely written off in less than 5 weeks, but your company continued to set aside 50 per cent. of the rentals received from it up to the end of the 52nd week, at which time more than twice its cost had been amortized. The average percentage of cost written off in 26 weeks for all sound pictures that have had both domestic and foreign rentals for this period is 73.5. If the four pictures are omitted which were not original sound pictures, the percentage written off in 26 weeks is 77.6. As has been stated, the recently proposed Price, Waterhouse & Co. schedule writes off more than 93.5 per cent. of domestic allocation of costs within 26 weeks.

Spent $187,810,297 on Product in 16 Years

Year	No. Pictures	Cost of Negatives	Gross Rentals	Ratio of Costs to Rentals
1914	4	$ 53,250	$ 272,401	19.5%
1915	36	767,243	3,408,201	23.9 "
1916	52	1,289,785	4,244,658	30.4 "
1917	70	2,964,696	7,118,172	41.6 "
1918	73	3,212,684	7,300,301	44.0 "
1919	69	2,929,059	9,380,883	31.2 "
1920	71	4,317,403	12,609,725	34.2 "
1921	65	4,783,210	13,715,000	34.9 "
1922	66	4,350,089	12,327,957	35.3 "
1923	51	4,821,456	11,242,629	42.9 "
1924	46	3,610,433	9,926,025	36.4 "
1925	43	5,226,809	11,750,515	44.5 "
1926	51	8,328,252	14,274,234	58.3 "
1927	46	8,558,101	17,012,875	50.3 "
1928	55	10,379,365	22,626,747	45.9 "
1929	53	16,142,216	30,803,974	52.4 "
Total	851	$81,734,055	$187,810,297	43.5%

In the foregoing table the column "Gross Rentals" includes all rentals from pictures released during the respective years, regardless of the fact that these rentals were received over a period of about two years. The table does not include the pictures released in 1930 because they are still being exhibited. On the date of this report 20 pictures had not been released in foreign countries, from which Fox states it receives 33 per cent of its gross rentals.

Fox Interested in 1,013 Houses

On December 27, 1930, Fox Film owned or had an interest in 1,013 operating theatres, 532 of which are in this country, 395 in England and 86 in Australia.

In the domestic market, Fox expansion is evidenced by the following chart:

Year	No. Theatres	Gross Receipts
1927	2	$ 2,054,700
1928	249	33,923,783
1929	455	39,962,044
1930	532	51,414,002

The company's annual statement carries this explanatory note in connection with the above figures:

"The second column gives the number of theatres controlled by your company at the close of the respective years, but does not include the theatres operated by Fox Theatres Corp., an affiliated company. The last column includes the receipts only from the dates of control of the various theatres and hence not necessarily the total receipts of the theatres during the year."

Tax Profit Jumps $782,776

	52 Weeks Ended Dec. 27, 1930	52 Weeks Ended Dec. 28, 1929
Total income from all sources	$102,004,009	$83,184,112
Operating expenses	54,563,268	42,739,674
Write off of film costs, etc.	27,305,357	24,158,544
Depreciation	3,873,560	2,678,761
Interest on funded debt	1,548,330	1,672,652
Net profit applicable to minority interests	790,057	1,199,430
Interest on one-year gold notes	2,290,250	.....
Discount on one-year gold notes	1,133,106	.....
Provision for Federal taxes	248,254	1,266,000
Net operating profit	10,251,827	9,469,051
Non-recurring expenses	1,046,392	.....

The last item includes a number of matters cleared up during the year. One item, totaling $382,622, consists of abandoned, unprofitable theatres leases. The remainder covers "organization expenses, salaries in discontinued departments, fire losses, legal fees, and royalty and contract settlements of prior years."

Released 851 Pictures in 16 Years

Cast for "Silence"

HOLLYWOOD — Marjorie Rambeau and Charles Starrett have been cast in "Silence."

Seek Free Shows

PITTSBURGH—Free Sunday night pictures in Olympia Park are being urged here.

We're not FISHING for Compliments but HERE'S A TRUE FISH STORY THAT WE'RE PROUD TO PRINT!



COLONIAL No. 1 JASPER | STAR No. 2 PARRISH | DIXIE No. 3 CORDOVA | PASTIME No. 4 DORA | CRYSTAL No. 5 OAKMAN

Consolidated Theatre Company, Inc.

Joe Johnson. Dora
Purchasing Agent

ALL SHIPPING INSTRUCTIONS TO JASPER AND DORA

John M. Johnson, Jasper.
Manager of Shows

Jasper, Alabama, May 19 1931

Columbia Pictures Corp.,
729 Seventh Avenue
New York City

Gentlemen:

I want to compliment you on the consistent high quality of your product. I have bought every picture you have made.

I play Columbia 100%, and only make three changes per week, and every day I play Columbia, I can go fishing, for I know that I am having a good show.

Cordially yours,

John M Johnson

Columbia's SURE FIRE HITS MAKE BUSINESS a PLEASURE!

Circuit Tax Is Backed by Allied Unit

(Continued from page 1)

New York have been disturbed over such a tax possibility for some time and are fearful the Supreme Court action sustaining Indiana's chain store law may give impetus to an extension of that type of legislation in other states.

The danger to this business, as it is to other so-called multiple industries like chain bakeries, chain gasoline stations and chain hotels is seen in the opportunity thus opened up for state legislatures to secure additional taxes.

The Indiana statute provides an instance of how this type of law can work. Stores individually owned in that state pay an annual tax or "license fee" of $3. Chain stores pay a rising scale tax, starting at $10 on each of the first five and up to $25 on each store over twenty.

Those who have studied the law are of the opinion that the Indiana statute is deliberately discriminating in intent and aims to bulwark small business operations at the cost of the large.

Chain Store Tax Foe Dies from Gun Wounds

INDIANAPOLIS—Lafayette A. Jackson, who led the intensive though unsuccessful fight on the validity of the Indiana chain-store tax law, died here from wounds received while resisting a hold-up in the office of his chain of grocery stores.

Local Operation Is Policy of Franklin

(Continued from page 1)

agers. He declared that theatre management must not be "standardized or ritualized."

Franklin announced four new theatres for Texas but declined to state where they would be located. Harold Robb and Edward Rowley, division managers in Texas, will conduct a survey of the state in a few days and recommend locations. One theatre, it is understood, will be located in the Mission shopping district in Highland Park.

Para. Releases Three

HOLLYWOOD — Paramount has released Edward Sutherland, director, from his contract. Herman Mankiewicz and Marion Dix were also let out.

Para. Buys Two

HOLLYWOOD — Paramount has purchased "Cobra," play by Martin Brown. Paul Lukas and Kay Francis will be co-starred. The company has also secured "The Man with the Red Hair," mystery story by Ben W. Levy.

Off Detroit Firm

DETROIT—M-G-M is reported refusing to sell to the Co-operative Booking Service Co., buying combine which has the backing of the Michigan exhibitor association, a unit of Allied.

New Coast Office

HOLLYWOOD—MOTION PICTURE DAILY is now quartered in new offices in the Pacific States Life Building, Vine and Yucca Streets.

This is the new home for Quigley Publications, which include *Motion Picture Herald, Better Theatres, Motion Picture Almanac* and *The Hollywood Herald.*

Tobis Forenfilms Gets Charter in New York

Tobis Forenfilms, organized in Albany with 1,000 shares of common stock, will maintain headquarters in New York. Milton Diamond is to be the head of the firm which will import and distribute foreign talkers.

Tobis Theatre Corp. also has been formed to lease and operate houses for the above product.

Four File Charters

DOVER, Del.—Charters were filed in the State House here by: Hallo Productions, Inc., to produce theatrical performance of all kinds.

Penn-Jersey Picture-Ette Corporation, to carry on business of photographers; 10,000 shares, no par value.

Publix-Lorain Corporation to "provide amusement for the public"; 100 shares, no par value.

Mid-City Boxing Club, Inc., to operate theatres, opera houses, etc., 100 shares, no par value.

Expect Decision Soon In Mpls. Contract Suit

MINNEAPOLIS—Decision is expected to be reached within 20 days in the test suit brought by Jack DeMarce, Benson, Minn., exhibitor, attacking the legality of the uniform contract. Briefs in the action now are being prepared. DeMarce is represented by S. H. Halpern, former counsel of the Film Board.

Allied Unit Doubles Wis. Membership

MADISON, Wis.—Membership of the Allied Independent Theatre Owners of Wisconsin has doubled in recent weeks, according to Frank J. McWilliams, president. McWilliams at one time was president of the M. P. T. O. A. of Wisconsin.

Explosion Endangers Tec Art W.C. Studio

HOLLYWOOD—An explosion of film in the cutting room of the Tec Art studio endangered workmen and threatened the structure, but firemen extinguished the blaze after it had caused damage of several hundred dollars. A positive print of Hoot Gibson's "Wild Horses" was destroyed.

Dave Trachman Dead

David Trachman, assistant to Louis Nizer in the legal firm of Nizer and Phillips, died Friday morning of complications growing out of an attack of scarlet fever. He was buried yesterday.

Rosner with Fox

HOLLYWOOD—George Rosner has signed with Fox for two story assignments.

From the B.O. Slant

The Moose Hunt

(Disney—Columbia)

A Howl

When you say it is up to the Disney-Mickey Mouse standard, there is nothing left to be said. Mickey with his dog sets out to hunt a moose. Instead the moose hunts them. Plenty of new gags with the usual fine scoring. Less characters than usual, with only a flock of birds, an army of fleas and a skunk for incidental action. It tightens a well-conceived plot. For laughing out loud—Mickey Mouse forever!

That's News to Me

(RKO Pathe)

Good

Another of the newspaper yarns that comes in for a brief kidding. This is one of the new series the company is making with Frank McHugh. In this number Helen Jerome Eddy, Walter Percival and James Donlan are very good in McHugh's support. The idea revolves around the reporter who promises his wife to quit the game but just can't get rid of that undefinable fever that holds him to the game. Running time, 20 minutes.

Kings or Better

(Columbia)

Nifty

Eddie Buzzell's bedtime stories for grown-ups have seldom been funnier. This is the tale of a king's abdication of his throne and the royal family's subsequent exile. Spiced with many puns, most of which are rib-tickling, there are laughs for everyone in the broad burlesque. Find a place for it on your bill. Running time, 8 minutes.

Monkey Whoopee

(Talking Picture Epics)

Excellent

Dr. Ditmars, assisted by his inquiring daughter, tells us all we need to know about monkey shines. Several dozen varieties of the jungle cut-ups are shown and interesting habits explained. Only a few, we learn, can really hang by their tails. And thereby Ditmars hangs a corking tale. Running time, 8 minutes.

Play Ball

(RKO Pathe-Van Beuren)

Dandy

The menagerie goes baseball in the latest of the Aesop Fables series. It has a lot of gags and many new ideas injected in the theme which is supplemented by lively music. A couple of the plays elicit laughs that would ordinarily get lost, but it's the way it's done that garners the smiles. Running time, 10 minutes.

Canada Likes Golf

The Bobby Jones series of 12 Vitaphone shorts on "How I Play Golf" has been booked solid over the entire Canada Publix circuit. The deal was put through by B. F. Lyon, Canadian sales manager for Warners.

Shorts Go on Feature Basis For Columbia

(Continued from page 1)

described by Columbia officials as unprecedented.

Home office executives here are: Joe Brandt, president; Jack Cohn, treasurer; Lou Metzger, director of sales; Lou Feinberg, sales executive; Rube Jackter, assistant sales manager; Hal Hode, sales promotion manager; Henri Brunet, manager of exchange operations; Milton Hannock, manager of sales accounting dept.; Charles Mintz, producer of Krazy Kat and "Scrappy"; Irving Lesser, Eastern representative for Walt Disney productions, and Charles McDonald, vice-president of Wafilms left for Chicago, where a similar three-day convention began May 31 at the Congress Hotel.

In addition to the home office contingent are:

Phil Dunas, S. Moscow and W. Benjamin, district managers headed the Chicago delegation which includes from Atlanta, W. W. Anderson, manager; G. Y. Harrold, U. T. Koch, F. Shepard and W. T. Richards. From Charlotte, R. J. Ingram, A. E. Rock and L. O. Rose. Chicago: Dave Dubin, manager; C. W. Phillips, G. St. Clair, E. W. Johnson, C. H. Miller and T. Greenwood. Dallas: J. B. Underwood, manager; R. D. Bower, W. L. Penn and Jas. L. McKinney. Des Moines: J. Levy, manager; C. C. Brydon, R. D. Abelson and T. Murray. Detroit: C. H. Shalit, manager; S. Nathanson, C. L. McCoy and B. Rose. Indianapolis: M. Solomon, manager; H. S. Gans, W. G. Craig and O. Kushner. Kansas City: L. D. Ross, manager; W. Bradfield, J. Rosenberg, J. Flynn and L. T. Garlow. Memphis: J. J. Rogers, manager; T. B. Haynes and T. O. Tuttle. Milwaukee: J. L. Clarke, manager; H. H. Greenblatt, S. R. Chapman and F. W. Gebhardt. Minneapolis: B. C. Marcus, manager; M. H. Evidon, A. B. Leak, S. Frank and J. H. Jacobs. New Orleans: H. Duval, manager, and J. J. Fabacher. Oklahoma City: F. L. Stocker, manager; E. R. Slocum and S. E. Gibbs. Omaha: L. D. Durham, manager; D. L. Donelson, W. Riddle and W. C. Wallace. St. Louis: H. Kaufman, manager; E. Dumas, W. M. Light and S. H. Abrams.

RKO Dominates Cincinnati Field

(Continued from page 1)

give RKO complete dominance of the field here.

The Paramount is stragetically located in a busy suburb about ten minutes ride from the downtown section, and has a fertile territory from which to draw.

Radio Promotions

HOLLYWOOD — Radio has elevated Lydell Peck to associate producer, and Pandro Berman to supervisor. John Burch, former assistant studio manager to White, has also been made supervisor. Fred Fleck, assistant director, succeeds Burch. Sam Nelson succeeds Fleck.

Gerathy's Son Marries

HOLLYWOOD—Gerald Gerathy, son of Tom, writer, was quietly married to Laolyn Northcott at Riverside, Ohio, with Carmelita Gerathy as the only witness. The girl is a stepdaughter to Chandler Sprague, Fox director.

Books Indie Film

CHICAGO — "Women Men Marry" has been booked into the Woods for a seven-day run. It's an independent picture produced by Headline Pictures.

Martin Quigley

announces

the forthcoming

establishment of

THE

HOLLYWOOD HERALD

As the daily journal of

the Motion Picture's

creative community

by

QUIGLEY PUBLICATIONS







Laughing days are here again!



"Single men in barricks
Don't grow into plaster saints."
— KIPLING

RAOUL WALSH'S

WOMEN OF ALL NATIONS

with

VICTOR McLAGLEN
EDMUND LOWE
GRETA NISSEN
EL BRENDEL

FIFI DORSAY • MARJORIE WHITE

Comedy drama with characters Quirt and Flagg originally created by Laurence Stallings and Maxwell Anderson

ROXY NOW

FOX FILM CORP. FOX BOX OFFICE

Quirt and Flagg are off on a new rampage! • "Join the marines and see the world." Did they want to see it? No. Just its women. • Swedish sweeties, French frails, Turkish harem houris, Nicaraguan senoritas—light or dark, slender or chubby, wise or otherwise—it's all the same to them. • Watch Vic and Eddie, that great box office team, bring out the customers. And watch them bring out the laughs.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 2 NEW YORK, TUESDAY, JUNE 2, 1931 TEN CENTS

FILM DEARTH TO DIM N. Y. RIALTO

Ace Publix House Shy Of Product-B. O. Off In Recent Weeks

Declared shortage of meritorious product tomorrow night causes closing of Rialto, Publix-United Artists Broadway house. The theatre, which has been operating under a long run policy, has been one of the leading Broadway stands for the last 15 years.

In recent weeks business has been off considerably, hitting around $20,000 as a weekly average, a factor which may have considerable bearing on the decision to go dark. The theatre is owned 50-50 by Publix and United Artists. The latter firm, it was stated Monday at Publix, is con-

(*Continued on page 2*)

Kansas Exhibs Win Allies in Blue War

TOPEKA, Kas.—War to rid the state of the ancient blue laws has been declared by Kansas exhibitors, who are now formulating plans for the attack. Tentative plans call for a committee of prominent and liberal-minded citizens to work together to bring pressure upon the legislature to kill the anti-Sunday statutes.

The committee is to be appointed by the officers of the M.P.T.O. of Kansas and western Missouri and the men selected will be some of the

(*Continued on page 6*)

Conkie Claims Basic Patents on Cartoons

DENVER—Waldo J. Conkie, theatre organist and inventor of process of synchronization with sound cartoons, has assigned his claims to a holding company. Harry Huffman, president of the Aladdin Theatre Corp., and business manager of the holding company, is leaving for New

(*Continued on page 6*)

So!

One of yesterday's conversations:

"Anything new today?"

"No, nothing new."

"No. No mergers."

"What! No mergers?"

"Why not? Time's ripe. Everyone's enjoying a nice healthy deficit."

Cut at Studio, Says Brandt

CHICAGO—More money can be saved by careful production activities at the studios than by deducting minor sums from the pay envelopes of men and women in the field, Columbia's Middle West sales organization here was told by Joe Brandt and Jack Cohn. In return for the efforts of company employees in the season just closed, Columbia will make no salary reductions and if the present progress of the company is maintained, salary increases will be made, it was stated. The three-day session, which opened Sunday, winds up here today. One hundred seventy-five district managers, exchange heads and salesmen are here from the central and southern offices.

Ike Ruben, Pioneer Exhib In N. W., Dies

MINNEAPOLIS—Surviving his partner, M. L. Finkelstein, by but four months, I. H. Ruben of Finkelstein & Ruben died at his Minnetonka home near here. He was 63 years old and for some time has been suffering from heart disease. Ruben, who started in business as a newsboy in Syracuse, N.Y., entered show business at Des Moines 23 years ago with Finkelstein. Soon afterward the partners transferred operations to the twin Cities, where they built up the Finkelstein & Ruben cir-



I. H. Ruben

(*Continued on page 3*)

Frank Fischer Heads Wisconsin Circuit

MILWAUKEE—Frank W. Fischer formerly manager of Warner theatres in Elkhart, Ind., has been named manager of the circuit's Wisconsin houses, succeeding Bernard Depkin, Jr., resigned. At the same time the contact office of the Wisconsin circuit has been moved to Chicago, from where the Milwaukee and Wisconsin affairs of the circuit will be under the direction of J. S. Coston.

Fischer was at one time operator

(*Continued on page 6*)

Schlesinger Loses Patent Suit vs W.E.

WASHINGTON—M. A. Schlesinger on Monday lost the final round in his patent suit against Western Electric when the United States Supreme Court refused his petition for a review of the U. S. District Court decision denying that the Stanley Company of America's W. E. equipment is an infringement of the Ries patent.

Schlesinger had contended that the basic Ries patent, issued in 1926 and covering the photographing, recording and reproduction of sound, was infringed by the W. E. sound-on-film reproducer.

Shearer Will Make Long Run Star Bow

M-G-M tonight will launch its newest experiment in showmanship when Norma Shearer in "A Free Soul" makes her debut at the Astor, New York, as a long run star. Miss Shearer has been built up steadily in her last four pictures, all of which showed box office draw, according to cash reports appearing in MOTION PICTURE DAILY. Now M-G-M figures Miss Shearer is ready for the long run division.

"Progress" Reported In Circuit Tax Fight

CINCINNATI—"Satisfactory" preliminary progress is reported by the Allied committee which recently appeared before the General Assembly lobbyists at Columbus to exert influence against the proposed ten per

(*Continued on page 6*)

RULE TWIN BILLS OUT IN CHICAGO

Exhibitors in One Hour Decide to Ban Policy "For Industry's Good"

CHICAGO—After two months of negotiations and conferences, exhibitors yesterday went to bat on the double feature issue and in a one-hour mass meeting agreed to end the practice at "the earliest possible moment."

Resolutions adopted called for abolition of double bills and committees were appointed to work out a plan by which pictures already contracted for can be played on deferred dates so double featuring can be eliminated.

If no plan agreeable to exchanges is drafted, exhibitors pledge themselves "for the good of the business" not to double feature any of the new season's product.

The agreement means that double featuring will be killed off here this summer. More than 300 theatres are pledged to enforce the proposed ban. Both circuit and independent houses are included in the agreement.

Paramount Adds New Musical Shorts

Thirty-six musical and 16 dialogue single reelers are on Paramount's revised schedule for 1931-32, states Larry Kent, head of short subject production. The original program of 32 two-reel dialogue films will be carried out without change. Previously it had been planned to make 12 musical and 40 dialogue single reelers.

While the New York trade buzzes

(*Continued on page 6*)

Bow Is Washed Up At Paramount, View

Clara Bow and Paramount are all washed up, New York film circles believe, due to the illness of the star and adverse publicity which is said

(*Continued on page 6*)

Ann's Deal

HOLLYWOOD—Ann Harding and RKO Pathe have settled their reported differences, it is understood. Under the reported settlement, the star gets a three-year contract at $240,000 the first year, $300,000 the second year and $400,000 the third.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 2, 1931 No. 2

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Clean Sweep

IN Chicago, Joe Brandt, addressing the Columbia sales force, said this yesterday:

"Economies, other than cutting employes' salaries can be effected in this business. More money can be saved by careful production activities at the studios than by deducting minor sums from the pay envelopes of men and women in the field."

DISCUSSION about the merits and otherwise of salary reductions is rampant in the trade today. You may deplore it. You may believe the move is sound, these times being what they are. We happen to know the companies that have made cuts reached their decision as a result of sheer necessity, not from any desire to make $35 stenographers revert from silk to cotton stockings.

We also know that what Joe Brandt points out is the painful truth and that the place to trim until it hurts is Hollywood.

THE sore spot in the entire film structure is the coast with its ridiculous, unwarranted salaries; its disregard for the dollar and its value.

If wages are to be trimmed, the lowly should not be penalized for the elite few. If the pruning shears are being sharpened, let them do their work thoroughly. There should be no backing of water for relatives, favorites, henchmen or temperaments.

KANN.

Off the Record

WHEN MOTION PICTURE DAILY exclusively announced on April 15 that M-G-M had purchased "Strange Interlude" and would make it as one of its big specials, several officials of the company branded the story as a lot of baloney, countering with the remark: "What would the company do with it? It has no story and there is no action."

But just as was said then, the company intends to spend plenty of do-re-mi on the special.

●

Stockholders of Famous Players-Canadian Corp., who refused to turn in their holdings in a five-to-four trade for Paramount Publix stock one year ago, are giving vent to their enthusiasm because of the market trend.

●

It was pointed out recently that the five shares of Famous Players-Canadian now had a market value of $140 as against the trading value of $112 for four shares of Paramount Publix, while the dividend revenue is identical for each unit mentioned, namely $10.

●

At the time of the trade, when Paramount Publix gained market control of the Canadian corporation, the listed price of Famous Players common was $58 per share as against $73 for a Paramount share. At that time, the Paramount dividend was $16 as compared with $10 for five shares of Famous Players. Paramount dividend since has been cut to $10 for four shares.

●

Here's a palm for the Cleveland exhibitor unit whose president, J. J. Harwood, says the goal of 100 per cent membership has been achieved for the first time in the history of the organization. This has been Harwood's hope in the five years he has led the organization.

●

It's been over two years since M-G-M has played any of its stuff in South Africa. That, and inability to get together with the Schlesingers on prices which Arthur Loew felt his product rates, explains why Loew's is to build three big first runs in the far-away British dominion.

●

That "situation" involving a certain w.k. executive looks as if it would straighten itself out. Embarrassing last Thursday, it got hot on Friday and friendily yesterday.

●

Paramount's economy program will be felt by other companies with which its theatre circuit does business, for, the story goes, the order has gone out to shave rentals to a minimum.

●

H. J. Yates, president of Setay, is confident of the future of the company, he stated at Monday's meeting of stockholders. Yates admitted that he took it on the chin in the stock market slump, but is strong for Setay's prospects.

6 Stocks Hit New Low in Off Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4½	4⅛	4⅛	— ⅞	600
Consolidated Film Industries pfd	13¾	11⅛	11¾	—2	3,000
Eastman Kodak	129¾	125⅛	125½	—4¼	8,000
Fox Film "A"	16	14¾	15	.....	17,400
General Theatre Equipment new	4	3¾	3¾	.....	8,900
Loew's, Inc.	37⅞	36½	36½	—1⅞	15,000
Loew's, Inc., pfd	85	83	83	—3	900
M-G-M pfd	23	23	23	+1	100
Paramount Publix	21⅞	20⅞	21	—1⅛	10,800
Pathe Exchange	1⅛	1	1	.....	700
Pathe Exchange "A"	3⅝	3¼	3¼	— ¼	200
RKO	12	11¼	11⅝	— ¾	20,800
Warner Bros.	6⅞	6	6⅜	— ⅛	13,700
Warner Bros. pfd	16½	16½	16½	—1½	100

Trans Lux Drops on Curb

	High	Low	Close	Net Change	Sales
Educational	25	25	25	— ½	2,500
Fox Theatres "A"	2⅞	2½	2½	.....	200
General Theatre Equipment pfd	6⅛	6	6	.....	200
Sentry Safety Control	1	1	1	.....	300
Technicolor	6⅛	5½	5½	— ¾	1,200
Trans Lux	6⅛	5½	5½	— ¾	900

Decline Among Bonds; P. F. L. Off 5

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29¾	28	29	.....	24
Loew's 6s '41 ex war	95¾	95¾	95¾	.....	5
Paramount Broadway 5½s '51	101	101	101	.....	2
Paramount F. L. 6s '47	78	74	74	—5	14
Pathe 7s '37 ww	81¼	79½	79½	—1¾	30
Warner Bros. 6s '39 wd	38⅝	36¼	37½	— ¾	135

Film Dearth To Dim the N. Y. Rialto

(*Continued from page* 1)

siderably behind on its production schedule and Paramount, which has the Paramount to supply with week stands, has no feature available that is considered "good enough" to put in for a run. Under the plan of operation the two firms alternate on bookings. No date for reopening has been set, the date depending upon availability of pictures. Belief in some quarters of the trade is that it will be well into the fall before the house reopens.

Mary Wants Babies, She Tells Londoners

LONDON—Mary Pickford is interested in babies, a film version of Shaw's "Anthony and Cleopatra" and Barrie's "The Little Minister," she confided to Ernest W. Fredman, editor of *The Daily Film Renter*.

Fredman says that during his interview Mary referred constantly to babies "which she talks about enthusiastically."

MacLean Resigning As Associate at Radio

HOLLYWOOD—Douglas MacLean, associate producer at Radio, is reported to be resigning when his current contract expires.

Plunkett In Today

Joe Plunkett, RKO theatre chief, arrives from Europe on the *Ile de France* today.

LONDON—"No theatres have been acquired by my company," Joe Plunkett said prior to his sailing for the United States. Reports have been current that his European jaunt concerned theatre acquisitions a la wholesale.

Plunkett took particular notice of the large number of small houses still operating here. "These 'joints' are absolutely extinct in America where they have been replaced by fine neighborhood houses. You won't have them long here either," he said.

Go to Trial

John C. Flinn and Henry F. Lalley must go to trial under indictments handed down in connection with the Pathe studio fire. Application for a writ of habeas corpus filed on behalf of the indicted men has been dismissed by Justice Frankenthaler.

Foils Theatre Bandits

PATERSON, N. J.—Three armed hold-up men fled without loot after a battle with Meyer Phillips, assistant manager of the Warner here. Two thousand dollars in receipts was the objective of the thugs.

Sheehan Case Postponed

Winfield Sheehan's suit against William Fox to collect $310,000 reached the Supreme Court calendar yesterday and was postponed for one week.

Ike Ruben, Pioneer Exhib In N.W., Dies

(*Continued from page* 1)

cuit of 135 theatres which subsequently was sold to Publix.

Funeral services are to be held at 2 P. M. today. Surviving are four sons, Edmund, Albert, Harold and Sidney, and one daughter. Mrs. W. B. Borinstein.

Al Ruben, prominent insurance agent and well known in the industry here and in Hollywood, is en route to his family. He left late Sunday afternoon.

"U" Cut to Be Cut; Only Doubt Is When

Universal will remove its salary cut, recently made effective, "when and if the time comes" and not at the end of the summer, as reported.

Said Carl Laemmle yesterday to MOTION PICTURE DAILY:

"I am sorry you published the totally unfounded story that salary cuts put into effect by Universal will last only through the summer months. It is not fair to the loyal employees to get their hopes up, when the truth is that no man in business these days can possibly know what the conditions will be a few months ahead. We made no promises and we implied no promises to our employees. We told them the plain truth and they accepted it with the fine spirit which has always characterized their actions. When and if the time comes that we can restore the salaries to their former levels, we shall do so. That's as much as we promised and every employee understood it."

Television Is No Danger—Sarnoff

With television anticipated by the end of 1932, David Sarnoff, president of RCA, states the industry need experience no alarm over the impending advent. "There will be no conflict between television in the home and motion pictures in the theatre," he says.

"Granting that we can develop 26,000,000 potential theatres in the homes of America, public theatres will continue to operate because people go there in response to the instinct for group emotions and see artists in the flesh," he stated.

Television an Experiment

MINNEAPOLIS—Radio television still is in the experimental stage, states Arthur T. Haugh, Chicago, former president of the Radio Manufacturers' Association.

Setay Re-elects Directors

Directors of Setay, investment firm headed by H. J. Yates, president of Consolidated, were re-elected at annual meeting of the company held Monday.

Maynard Vacation Ends

HOLLYWOOD—Ken Maynard has returned to the Tiffany lot after a vacation at Columbus, O. His next picture will be "The Arizonian."

THE THEATRE

Construction — Equipment — Decoration — Operation — Management

Various Types Of New RCA Amplifiers

The amplifier types used in RCA reproducing equipment are further described in this instalment of the series of articles by Dr. Alfred N. Goldsmith and Max C. Batsel appearing in this department weekly:

The amplifier illustrated in Figure 6 is the same in principle as the type just described, except that there are only two power amplifiers and both the voltage amplifiers with batteries and power amplifiers are mounted in one rack. All amplifier units and component parts are identical.

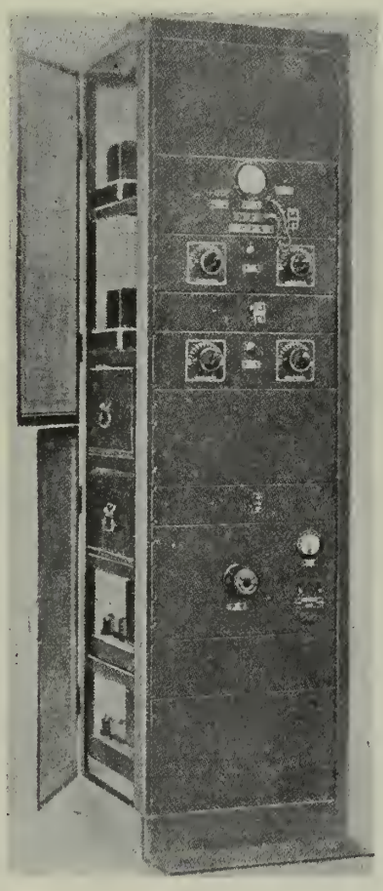


Figure 6

The amplifier illustrated in Figure 7 is the same as the two just described, except that only one voltage and power amplifier are provided. The amplifier units are the same as for the other types. A change-over relay for switching from one projector to the other at the end of each reel is mounted on one of the panels.

Another amplifier, which has been designed for smaller theatres, is a single unit four-stage amplifier having a push-pull power stage using UX-250 Radiotrons. A single wall-mounted cabinet houses both the amplifier and filter system for the plate power supply. The power is furnished by a three-unit motor-generator set. The amplifier is transformer-coupled with single tubes of the UX-112A type in each voltage-amplifier stage. The plate supply is fed through a reactor or resistor in parallel to the transformer primary, the transformer primary being coupled through a capacitator to the plates of the tubes.

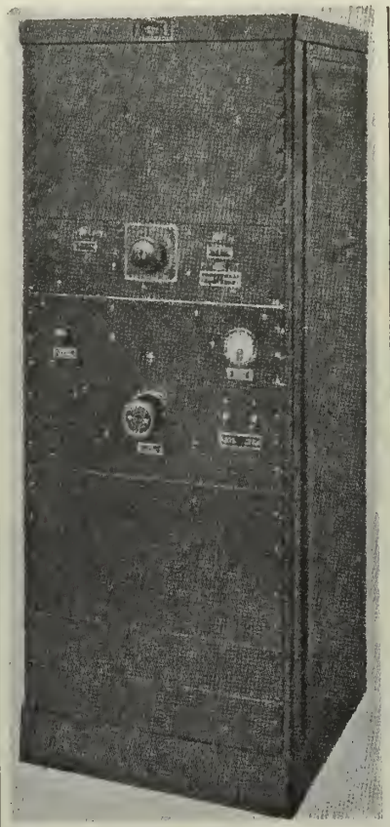


Figure 7

The volume control is mounted on the amplifier unit. A compensator of frequency control is mounted on the filter unit. The controls are shown in the illustration Figure 8. In this photograph the amplifier is shown mounted on top of the motor-generator housing. Figure 9 shows the amplifier and filter housing with the front removed. A change-over relay is mounted on the same base as the filter system, as well as two signal lamps to indicate which projector is connected to the amplifiers. All connections are made through screw-type terminals for ease in servicing.

The motor-generator set furnishes power for the speaker field and lamps in film reproducers as well as the amplifier. A filter system is mounted in the motor-generator set housing for the low voltage supply for filaments, exciter lamps, and speaker field. The only batteries used are two small dry batteries for grid bias. Because of the elimination of batteries and simple wiring in the booth, the installation expense is kept low.

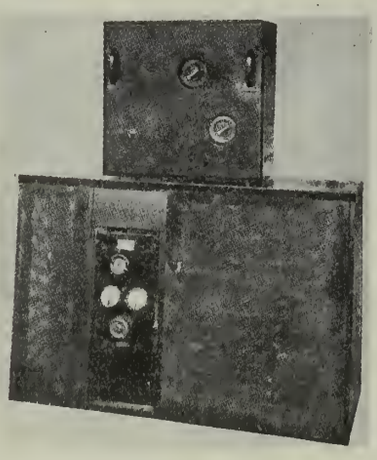


Fig. 8—Amplifier, motor-generator set, and control panel. View showing relative arrangement and enclosures in place.



Figure 9

Erpi Replaces Theatre Audiphones

Thirteen more theatres are now equipped with Western Electric Audiphones, as the Electric's device for the hard-of-hearing is known. The latest installment list includes:

The Granada, Santa Barbara, Calif.; Warner Brothers' Theatre, Beverly Hills, Calif.; Largo, Watts, Calif.; Rivera, Los Angeles; Tivoli, Kansas City; South Troost, Kansas City; Madrid, Kansas City; Nicholas, Fairmont, Minn.; Metro, Los Angeles; Mirror, Los Angeles; Call, Algona, Ia.; Iris, Houston, and Empire, Placerville, Calif.

The company yesterday reported it had replaced 1,754 reproducers of other types throughout the world.

Adds 3,500 Square Feet to Roxy Stage

Addition of 3,500 square feet to the Roxy stage now gives that theatre an approximate total of 10,000 square feet, said to be the largest in the world. The new addition was built over the orchestra pit and the three organ consoles. Elevated platforms were also erected to accommodate the orchestra, which is now banked up in the rear of the stage.

New British Reproducer

LONDON—Philips' Lamps, Ltd., will market a sound reproducer to be known as the Philisoner. Top price is $8,750, this for houses seating 4,000.

AMAZING RESULTS AT LOW COST
OLD CHAIRS MADE NEW
Repairing—Reseating—Upholstering
ALLIED SEATING COMPANY
GRamercy 5-5833
303 4th Ave., (23rd St.) New York City

EVENTUALLY..



WHY NOT NOW?

Apologies to Gold Medal Flour





√ "UP POPS THE DEVIL"

Carole Lombard, Skeets Gallagher, Stuart Erwin, Norman Foster, Lilyan Tashman. Ed. Sutherland, dir.

√ "The LAWYER'S SECRET"

Clive Brook, Richard Arlen Charles Rogers, Fay Wray, Jean Arthur. Max Marcin, Louis Gasnier, dirs.

√ "THE VICE SQUAD"

Paul Lukas, Kay Francis, Helen Johnson. John Cromwell, dir.

√ "NEWLY RICH"

Mitzi Green, Edna May Oliver, Jackie Searl, Louise Fazenda. Norman Taurog, dir.

√ "THE GIRL HABIT"

CHARLIE RUGGLES. All-star cast. Edw. Cline, dir.

√ "WOMEN LOVE ONCE"

Paul Lukas, Eleanor Boardman, Juliette Compton, Helen Johnson, Geoffrey Kerr. Edw. Goodman, dir.

√ "I TAKE THIS WOMAN"

Gary Cooper, Carole Lombard. Marion Gering, Slavko Vorkapich, dirs.

√ "CONFESSIONS of a CO-ED"

Phillips Holmes, Sylvia Sidney, Norman Foster. David Burton, dir.

√ "THE NIGHT ANGEL"

NANCY CARROLL, FREDRIC MARCH. Phoebe Foster. Edmund Goulding, dir.

√ "THE SECRET CALL"

Richard Arlen, Peggy Shannon. Stuart Walker, dir.

√ "The MAGNIFICENT LIE"

RUTH CHATTERTON. Ralph Bellamy. Berthold Viertel, dir.

√ "HONEYMOON LANE"

EDDIE DOWLING.

TODAY..TOMORROW ..NEXT SEASON.. DEPEND ON

PARAMOUNT

Buffalo Gross At $24,000 Due To Band Draw

BUFFALO—Weather ranged all the way from freezing to around 80 and business fluctuated in inverse ratio. Duke Ellington's band rates credit for most of the $24,000 take at the Buffalo. The Lafayette's $16,000 was outstanding.

Estimated takings for the week ending May 29:

"DOCTORS' WIVES" (Fox)

BUFFALO—(3,500), 25c-60c, 7 days. Duke Ellington and his Cotton Club Orchestra headlining Publix stage show. **Gross.** $24,000. (Average, $25,000.)

"THE BAD SISTER" (Univ.)

CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $9,200. (Average, $9,200.)

"DAYBREAK" (M-G-M)

GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $18,500 (Average, $18,500.)

"MR. LEMON OF ORANGE" (Fox)

HIPPODROME—(2,100), 25c-50c, 7 days. Five acts of RKO vaude. **Gross:** $18,200. (Average, $20,000.)

"DRUMS OF JEOPARDY" (Tiff.)

LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $16,100. (Average, $12,000.)

Paris Theatres May Close in Tax Protest

PARIS—Unless tax relief is forthcoming, Parisian exhibitors say they will close their theatres in protest.

In the meantime, the Ministries of Fine Arts, Labor and Finance are considering a program which will lift what the trade characterizes as the unjust burden of municipal and "poor" taxes.

Warsaw Houses Close

WARSAW—Exhibitors here have closed their theatres as a result of the enormous municipal tax. Theatre owners notified the authorities a week in advance that unless the tax was cut during the summer months the theatres would be closed.

"Progress" Reported In Circuit Tax Fight

(*Continued from page* 1)

cent tax on independent theatre grosses, and to agitate taxation of circuit theatre operation within the state to conform to the bill to tax chain stores within the state, report satisfactory preliminary progress.

The committee, headed by R. Earl Myers, president, is composed of Frank Ferguson, manager, Avondale; Fred Rowlands, manager, Parsons and E. J. McDonald, manager, Southland, all of Columbus.

Frank Fischer Heads Wisconsin Circuit

(*Continued from page* 1)

of a circuit of theatres in Wisconsin. Charles Nebel has been succeeded as manager of the Venetian theatre in Racine by Bryn Griffiths, formerly advertising manager of the house. Nebel had been connected with the circuit only a few months, having been formerly with the Community Theatres circuit.

Gets Records Of Unions in Chicago War

CHICAGO—Assistant State's Attorney Charles Lounsbury yesterday obtained a subpoena *duces tecum* from Judge John McGoorty, ordering delivery to him of the records of the Chicago Motion Picture Operators' Union seized last Friday in a raid of the state attorney's racket bureau. This action came after Criminal Court Judge Harry Fisher had ordered return of the records to the union.

Prosecutor Lounsbury said yesterday taking of evidence has been completed and that he will go before the Grand Jury at the earliest possible moment seeking indictment of union officials on conspiracy charges. This marks the latest developments in the fight of 150 Chicago independent theatre owners against the union.

Prosecutor Lounsbury said he hoped to retain possession of the records by evidence he has gathered that inexperienced, non-union men are placed in theatres here by special permits from the union's official. These men, he said, are supposed to pay ten per cent of their salaries to the union. Prosecutor Lounsbury asserted that he hopes to prove by the records that the ten per cent of these salaries goes into the pockets of racketeering gangsters, instead of into the union's coffers.

Ralph O'Hara, assistant to Tom Maloy, head of the operators' union, denied the charges in the absence of the latter, who is attending a meeting of the American Federation of Labor in Washington.

The activity against the union followed complaints from Chicago independent exhibitors that they were being forced out of business this summer by the union's extortionate demands and its refusal to agree to a summer wage scale adjustment which would permit 100 theatres to remain open here.

The state's attorney's office, conducting the probe of the union's activities, seeks to prove that two operators in the booth are not necessary, although required by the union; and that the elimination of one man would be the solution of the exhibitors' problem. Prosecutor Lounsbury will ask an indictment of union officials for conspiracy to injure the exhibitors' business when he presents his evidence to the grand jury early in the week.

Conkie Claims Basic Patents on Cartoons

(*Continued from page* 1)

York to enter into negotiations for adjustment of the financial interests of the patent.

Nearly every company making animated cartoons is using the system originated by Conkie and for which patents have been issued, it is claimed. Conkie worked on his idea six years and was financed by Don Alexander of the Alexander Film Co. Several firms are said to have made a tie-up with Conkie but he has sold out to several local men including Huffman and Fred Wright, formerly an organist but now an attorney.

Want Gang Ban

POUGHKEEPSIE, N. Y.—Gang films have played out their inning, according to the New York State division of the Knights of Columbus, which closed a three-day meeting here with decision to appeal to producers to drop the underworld type of film.

Kansas Exhibs Win Allies in Blue War

(*Continued from page* 1)

most influential in the state. The leading newspapers are reported to be willing to lend their support to the movement. A campaign fund of from $25,000 to $50,000 is to be raised to carry on the fight.

Wichita Citizens Kick Over Traces

WICHITA, Kas.—Serving notice it did not intend to forego Sunday moving picture shows without a fight, the Greater Wichita Association voted to gather evidence against all other violators of the blue laws if County Attorney George L. Adams carries out his plan of closing the theatres July 5. The association was active in obtaining a city ordinance under which the shows now operate.

Inventor of Talkers Now Blind and Poor

PARIS—Being the inventor of the talking picture and not able to see them, being both blind and too poor to pay the admission, is the fate of Auguste Baron, 75, who is at the home for the poor here, according to Minott Saunders, of *Nea Service*. Baron, it is said, took out the first patent for synchronizing sound and pictures on April 3, 1896. On October 8, 1896, he got a German patent, and on August 28, 1900, filed a patent in America which was good for 20 years. With $40,000 capital he produced the first talker, but was unable to continue through lack of funds. His blindness is attributed to failure to protect his eyes from the glaring lights.

Talkies for Court Records

PEORIA, Ill.—Dean E. T. Lee, of the John Marshall Law School of Chicago, has proposed using a sound film record in appealable criminal cases for better guidance of the Supreme Court. The Board of Governors will report on the proposal at the next annual meeting.

3 Firms Pay Dividends

Regular quarterly dividends of Eastern Theatres, Ltd., Roxy Theatre Corp. Class A, and Warner Bros. Pfd., were payable yesterday. The dividend rates were, Eastern theatre, 50 cents, Roxy, 87½ cents, and Warners, 96¼ cents.

To Make Film in Africa

BERLIN—Hans Sschomburgk, German explorer, has left for Central Africa to make pictures of the bush swamps of Angela, near the border line of Northern Rhodesia and the Belgian Congo.

All St. Paul Theatres Hit Over Normal

ST. PAUL—"Shipmates," "Seed" and "Doctors' Wives" each hit $1,000 above the average intake here, the other first run, "Daybreak," being $500 over normal, in a generally satisfactory week here.

Estimated takings for the week ending May 29:

"SHIPMATES" (M-G-M)

PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"DAYBREAK" (M-G-M)

RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)

"SEED" (Univ.)

RKO ORPHEUM—(2,600), 25c-50c, 7 days. Four acts vaudeville. **Gross:** $13,000. (Average, $12,000.)

"DOCTORS' WIVES" (Fox)

TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,000. (Average, $2,000.)

Paramount Adds New Musical Shorts

(*Continued from page* 1)

with reports concerning a complete studio shutdown by Paramount in the East, the callboard at the Astoria studio provides for production of two features, "My Sin," starring Tallulah Bankhead, under George Abbott's direction, and "Unwanted Women," both slated to start in two weeks, with 80 more short subjects remaining on the schedule. Of about 150 let out Saturday at the studio, most were carpenters and electricians, the remainder including 39 from the sound department including several projectionists, 8 cameramen, about eight from the music department and several assistant directors. James R. Cowan is to take over the duties of J. W. Fingerlin, former studio manager, it is reported.

Bow Is Washed Up At Paramount, View

(*Continued from page* 1)

to be leaving its mark on her drawing power.

In a Denver statement, B. P. Schulberg, company production chief, admitted that Paramount is debating whether to release the star from her contract, which expires in fall. Schulberg says she wants to quit the screen.

"Miss Bow is a mighty sick girl," said Schulberg. "She wants rest and quiet and she wants to quit the movies. I doubt that she will ever make another picture."

Incidentally, Miss Bow's latest picture, "Kick In," was able to gross only $46,200 last week at the Paramount despite the fact that Morton Downey was on the stage bill.

Warners' Plant on Coast Is Darkened

HOLLYWOOD—Warners have closed the Sunset Boulevard and Vitagraph plants. Production forces of Warners and First National have been combined.

The Warner home office said yesterday the Sunset Boulevard studio has been practically inactive for a year and that it is used only when the Burbank plant is overcrowded.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 3 NEW YORK, WEDNESDAY, JUNE 3, 1931 TEN CENTS

Southeastern Unit Planning Co-operative

To Be Formed at Annual Confab, June 15, 16

ATLANTA—A buying co-operative will be formed in this territory when the Southeastern Exhibitor Association holds its third annual convention here June 15 and 16, it is reliably predicted. Ed Kuykendall, Columbus, Miss., exhibitor, and Carter Barron, manager of the Fox here, are scheduled as speakers at the convention. Willard C. Patterson of Publix is chairman of the program committee and is to speak on operation of small town houses. A number of leaders of the M. P. T. O. A. have been invited to address the sessions.

As the convention falls one week before the general assembly of the

(*Continued on page 2*)

Radio Makes First Television Picture

If and when National Broadcasting is ready to put on its first national television show, Radio Pictures, it is understood, will produce the picture. It was reported yesterday that the subject will be feature length.

Officials of National Broadcasting said yesterday that naturally Radio Pictures will make the picture, but refused to comment on when the experiment will be made.

Garson to Produce in China Via Multicolor

HOLLYWOOD—Harry Garson will produce three features and 24 two-reelers in Shanghai via the Multicolor process. Native casts will be used, but production methods will be American.

The plan also provides for building of a laboratory in Shanghai and the entire deal is understood to be part of Howard Hughes' plan to promote Multicolor via independent producers financed by the Hughes bankroll.

John Flinn to Appeal Court Habeas Ruling

Dismissal of a writ of habeas corpus in the Flinn-Pathe fire action by Justice Frankenthaler will be appealed to the Appellate Court of the State of New York. Pending decision of the higher court, the action cannot come to trial.

Report Erpi Concentrating On Non-Theatrical Policy

Going Up!

Chicago—Harley L. Clarke is in accord with Joe Brandt, Columbia president, in the latter's stand against salary reductions and in favor of increases where possible.

Clarke's views were contained in a wire to Brandt congratulating him for his declaration against wage decreases.

CHICAGO—R. M. Hatfield has been appointed temporary general manager of Erpi's central division offices to effect a reorganization of the company's sales forces preparatory to a change in sales policy which, when effected, will concentrate Erpi's major sales efforts on the non-theatrical field.

The new sales policy will not disregard the theatrical market entirely, but it will concentrate the greatest sales ability and effort on the non-theatrical field in the belief that the latter market now holds as great, or greater, commercial possibilities as the theatre market did at the time of the industry's change-over to sound.

The following executive reassignments are announced by Hatfield for the Central division. Harry Dodge, formerly Erpi New York merchandise

(*Continued on page 2*)

Harry Cohn Is Pivotal Man In Col. Wage

Harry Cohn, Columbia production chief, is the pivotal figure in Columbia's efforts to raise salaries, for the company expects economies at the studio to provide the expected increases. Joe Brandt, who returned to New York Tuesday from Chicago, took the lead in announcing the firm's plans. He also reiterated at the Chicago convention that no deals for sale or merger of the company are under way or contemplated.

Brandt definitely promised that if results are achieved this season com-

(*Continued on page 4*)

Rialto Closing Due to Change of Policy

First announced as a shutdown for eight weeks, it appeared yesterday that Publix has other plans for the Rialto, New York. Sam Dembow, Jr., told MOTION PICTURE DAILY that the house will reopen in about ten days or as soon as a new policy can be evolved for it.

German Films in 50 Metropolitan Spots

Increased popularity of German talkers in Greater New York is manifested by the number of theatres playing foreign versions either as a permanent policy or on intermittent bookings. About 50 theatres in this territory now are playing German product, including the following houses: Oxford, Empress, Luxor, Little Playhouse, Bronx; 72nd Street, Loew's 86th, 79th Street, Acme, 8th Street Playhouse, Europa, Cosmopoli-

(*Continued on page 4*)

Milwaukee Showmen Force Review Change

MILWAUKEE—Local first runs, with the exception of FOX, are again dividing their advertising copy equally between the *Milwaukee Journal* and the *Wisconsin News*. For several weeks the first run downtown houses, with the exception of Universal's Alhambra, which refused to play favorite

(*Continued on page 4*)

Dime Cut in B. & K. Houses

CHICAGO—Balaban & Katz announced a summer admission reduction of ten cents in the company's five Loop theatres, effective this week. The reduction applies to week-day evening admissions only, and brings the top for those periods to seventy-five cents for all seats, as compared with a former top of eighty-five cents. The former scale of 35 cents from opening to 1 P. M., and 50 cents from 1 to 6, remains the same. No change has been made in holiday and week-end admissions.

The reduction is in force at the Chicago, Oriental, McVickers, Roosevelt and United Artists theatres.

Seek to Raise Operator Cut To Ten P.C.

Wage Reduction to Save $100,000 in N. Y.

With a seven and one-half per cent cut in the operators' wage scale practically secured for the ten weeks beginning June 8, it is understood that heads of circuits, affiliated with producers, are negotiating to secure a reduction on a straight ten per cent basis. Deliberations, which have been under way for several weeks, are now being conducted along these lines with William F. Canavan, president of the International Alliance of Theatrical and Stage Employes and Moving Picture Operators.

Canavan has no authority to ask his affiliated unions to trim their wage

(*Continued on page 4*)

Allow 50,000 Feet Of Film in Booths

Increased storage from 5,000 to 50,000 feet of film in projection booths is provided in a new fire ordinance passed yesterday by the New York Board of Aldermen. The old ordinance providing for a maximum of 5,000 feet made it impossible for theatres to operate in New York without violating the code. Practically all theatres have been operating on appeals from violations of the ordinance.

Included in the new ordinance are provisions for handling of film in studios, transportation of prints from exchanges to theatres and retaining of drapes on theatre walls.

Charles O'Reilly, president of the

(*Continued on page 4*)

N. J. in Status Quo On Allied Decision

Action on whether or not to withdraw from Allied, expected to come up yesterday's meeting of the New Jersey theatre owners, has been deferred until the latter part of this week, MOTION PICTURE DAILY learns. While the matter was discussed yes-

(*Continued on page 4*)

$292,279 for 'Trader' In 17 B'way Weeks

"Trader Horn," which made way for "A Free Soul" at the Astor a few days ago, grossed $292,279 in its 17-week run at the Broadway theatre. On February 6, the picture rounded

(*Continued on page 4*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 3, 1931 No. 3

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

"A Free Soul"

IT'S got a title designed to drag 'em in and probably will. Shearer, dressed and undressed, acting and posturing. A yarn, that often stretches logic thin, but a combination of ingredients that, in toto, undeniably is swell box-office.

You also get love, pure and sullied. Dialogue, clever and sometimes not so clever. Performances by Lionel Barrymore, Jimmy Gleason, Clark Gable and Leslie Howard that are expert and sincere except when the material makes it difficult for them. That's "A Free Soul," last night's premiere at the Astor. Popular stuff, no doubt. Certainly not $2 worth on Broadway or any other way.

* * *

WILL H. HAYS used some language in his talk before the conference of governors at French Lick. Said he:

"We're not running on schedule because the old spirit isn't pressing on the throttle. My boyhood vividly recalls the graphic narratives of veterans who participated in the first and second battles of Bull Run. But I did not think I would ever witness a third Bull Run, destined to pass into history as the most shameful exhibit of financial leadership the country has ever witnessed.

"As long as our billions are held in restraint, dammed at the source, prosperity will keep gnawing at the hambone."

We give it to you to-day without comment. It doesn't require any.

KANN

Purely Personal

LOU COHEN beat Carl Laemmle, Jr., at pool at the Empee Club on Monday. Yesterday, Junior went back for more. He hasn't played for six years, but wields a mean cue, nevertheless.

MARSALINE K. MOORE, manager of the Palace, at Dallas, has been commissioned a lieutenant-colonel of cavalry on the staff of the Peacock Military Academy of Dallas and San Antonio.

CHARLES J. BRENNAN, who recently resigned as city manager for Warners at Staunton, Va., due to ill health, has resumed direction of the New and Strand in the Virginia city.

CARL LAEMMLE'S biography by John Drinkwater is expected to go into second printing shortly. Four thousand books have been sold in seven weeks, Putnams' state.

HENRY RANDELL, Brooklyn Paramount manager, is not decided whether he'll take a bungalow at one of the resorts or not this year. He's already spent two weeks in Florida.

KEN MURRAY, veteran vaudeville headliner, has signed a five-year contract with Radio. He has leased a home in Hollywood and will make his residence there.

JACK WHITING, who has been appearing in a Broadway musical comedy, left yesterday for the Coast with Mrs. Whiting, the former Mrs. Douglas Fairbanks.

LOUIS KUTINSKY transferred from the RKO New York exchange to the home office Monday as special sales representative under Charles Rosenzweig.

HARRY GOLDE has discovered a new dish at the Empee Club. It consists or rice, milk, cream, a dash of salt and powdered sugar. He says it's good.

CHARLES S. GOETZ, veteran former state right operator, has joined the American Record Co., subsidiary of Consolidated Film Industries.

GLORIA SWANSON sails Friday for a vacation in Europe. She returns to Hollywood in time to start her next picture on August 1.

CECIL B. DE MILLE was slated to leave Hollywood Monday en route to New York on the first leg of a European trip.

GRADWELL L. SEARS and A. W. SMITH leave today for trips to Warner-First National branches in their territories.

GILBERT ADRIAN, M-G-M costume designer and fashion expert, has arrived in New York on a short vacation trip.

LOU SNITZER, Radio accessories manager, has returned to the home office from a survey of the southern branches.

JOSEPH PLUNKETT returned yesterday with Mrs. Plunkett on the *Ile de France* from a month's visit to Europe.

MAX COHEN, Universal New York exchange manager, is looking forward to June 6. That's his birthday.

LOU BAUM and Eddie Hyman had quite an audience at that billiard game yesterday. It was a darb, too.

YASHA BUNCHUK this week is celebrating his second anniversary as conductor of the Capitol orchestra.

JACK BARNSTYN is a grandfather and full of smiles. The family addition is a girl.

BILLY BRANDT, a respected citizen of Great Neck now, plays golf three days a week.

BOB COCHRANE is going in for tennis in a big way now that summer is at hand.

CHARLES WILSON, Boston exchangeman, is recovering from a fractured leg.

PHIL REISMAN is lonesome. He hasn't seen that horse of his for some days now.

MILTON COHEN says times are so bad he's gone back to wearing his old clothes.

FLORENCE VIDOR and Mrs. Adolph Zukor arrived on the *Europa* yesterday.

ABE SABLOTSKY and John McGuirk visited the M.P. Club yesterday.

5 Stocks Continue Making New Lows

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4⅛	3⅞	4	— ⅛	2,900
Consolidated Film Industries pfd	11¼	10½	11¼	— ½	900
Eastman Kodak	127½	120¾	122	—3½	12,200
Fox Film "A"	15⅝	13½	14	—1	34,900
General Theatre Equipment new	3⅞	3⅝	3¾	.....	5,400
Loew's, Inc.	37¾	36⅛	36⅝	+ ⅛	4,400
Loew's, Inc., pfd	85	84½	85	+2	500
Paramount Publix	21⅞	19⅝	20⅛	— ⅞	21,500
Pathe Exchange	1⅛	1	1	.....	400
Pathe Exchange "A"	3⅜	3¼	3¼	.....	1,100
RKO	12¼	11¼	11¼	— ⅜	14,700
Warner Bros.	6⅜	5¾	5¾	— ⅝	12,100
Warner Bros. pfd	17¾	16½	17¾	+1¼	200

2 New Lows on Film Curb

	High	Low	Close	Net Change	Sales
Columbia Pictures vte	11¼	10⅛	10⅛	—1	800
Educational pfd ww	22¾	22¾	22¾	—2¼	2,500
Fox Theatres "A"	2½	2½	2½	.....	1,000
General Theatre Equipment, pfd	5⅞	5½	5½	— ½	600
Sentry Safety Control	1	1	1	.....	1,000
Technicolor	5¼	3⅝	3¾	—1¾	3,300
Trans Lux	5⅝	5⅜	5⅜	— ⅛	1,500

Bond Lists Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29	25	25	—4	30
Loew's 6s '41 ex war	95¾	95¾	95¾	.....	1
Paramount Broadway 5½s '51	101	100¼	101	.....	7
Paramount F. L. 6s '47	79	74	79	+5	26
Paramount Publix 5½s, '50	69¾	67	69¾	+1¾	34
Pathe 7s '37 ww	79½	79⅛	79⅛	— ⅜	8
Warner Bros. 6s '39 wd	36⅞	34½	34½	—3	82

Report Erpi Is Concentrating On Non-Theats

(*Continued from page 1*)

sales manager, becomes central district sales manager, replacing R. L. Rogers, who has been transferred to Pacific Coast sales work. D. Rouliffson, formerly Minneapolis sales manager, has been named assistant to Dodge in charge of theatrical sales, and L. C. Courtemanche is Dodge's assistant in charge of non-theatrical sales.

Further reorganization of minor sales personnel will be made by Hatfield in this division prior to his departure July 1 for Europe, where he will direct the reorganization of Erpi's foreign sales offices.

C. W. Bunn of Erpi denies that his organization contemplated concentrating on the non-theatrical field and said that Hatfield had been sent to Chicago to reorganize that division and obtain experience prior to being detailed to the London office.

Southeastern Unit Plans Co-operative

(*Continued from page 1*)

Georgia legislature, plans for combatting inimical legislation will highlight the session.

Association officials deny that they are planning a booking combination, but report persists that Love P. Harrell, executive secretary, is to be buyer for the proposed co-operative.

Retiring President Nat Williams will present the incoming official with a gavel made of material taken from the Savannah Theatre, one of the nation's oldest houses. Material for the gavel was donated by Fred G. Weiss, for several years owner of the Savannah.

New Distributing Unit

Lynn Pictures Corp. has been organized in Albany with 200 shares of common stock having no par value. With Henry Lynn as president, the firm will distribute Jewish Talking pictures throughout the United States.

Two "Viking" Outlets

The Master Piece Attraction Corp. has acquired the Philadelphia territory, and American Film Corp., of which Harry Asher is president, has acquired the New England territory on "The Viking" from J. D. Williams and Associates.

Peskay Rejoins Goldman

ST. LOUIS—Edward Peskay is returning here as William Goldman's assistant in operation of the Warner houses in this zone. He is succeeded at Philadelphia by William Wilson, who has the 31 Philadelphia houses under his jurisdiction.

Santell Leaving

It's been prisons, Welfare Island, night court and the "line-up" at police headquarters for Al Santell during a brief New York visit that ends today. The Fox director leaves for the Coast to start work shortly on "Sob Sister," now that he has absorbed "atmosphere."

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RKO PATHÉ

RKO PATHE Pictures pre-sold direct to the whole family every Friday night; 10:30 Eastern Daylight Saving Time. RKO

"Lieutenant" B'dway High With $16,800

The promise held out by Chevalier in "The Smiling Lieutenant in its opening three days came through in the first full week of the Lubitsch-directed picture at the Criterion, which did $16,800 the first seven days of the run. That's business for that theatre and the best performance of last week on Broadway.

This week isn't so hot. "The She-Wolf" at the Rialto did a paltry $5,-700 in five days to Sunday at that theater, which is nothing short of terrible. The three-day holiday week-end brought the Paramount $33,300 with "The Lawyer's Secret" and a stage show; the Rivoli, $11,000 with the start of "Seed" in its third week; and the Criterion, $8,300 as the start of "Lieutenant's" second full week.

Last night "A Free Soul" opened at the Astor, thereby propelling Norma Shearer into the extended run division for the first time in her career. The Embassy, on its all news-reel policy, remained consistent at $8,-206 and the Paramount went down to $46,200 with Clara Bow in "Kick In" and Morton Downey on the stage.

"Public Enemy" had a nice fifth and final week at the Strand with $24,275. Elsewhere, it was quiet.

Estimated takings for the week ending May 28:

"TRADER HORN"
ASTOR—(1,120), 50c-$1.50, 17th week, 7 days. **Gross:** $9,970.

"SHIPMATES" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show: Ann Pennington, Three Sailors, Wesley Eddy, headliners. **Gross:** $67,982.

"DIRIGIBLE" (Col.)
CENTRAL—(910), 50c-$2, 8th week, 7 days. **Gross:** $10,138.

"THE SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, 7 days. **Gross:** $16,800.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $8,206.25.

"EVERYTHING'S ROSIE" (Radio)
GLOBE—(1,050), 35c-85c, 7 days. **Gross:** $8,000.

"SVENGALI" (Warners)
HOLLYWOOD—(1,549), 65c-85c, 5th week, 7 days. **Gross:** $14,151.

"DONOVAN'S KID" (Radio)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $27,200.

"KICK IN" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, Morton Downey, headliner. **Gross:** $46,200.

"INDISCREET" (U. A.)
RIALTO—(1,904), 40c-$1, 4th week, 2 days (May 25-26). **Gross:** $3,500.

"THE SHE-WOLF" (Universal)
RIALTO—(1,904), 40c-$1, 5 days (May 27-31). **Gross.** $5,700.

"SEED" (Univ.)
RIVOLI—(2,103), 40c-$1, 2nd week, 7 days. **Gross:** $27,900.

"ALWAYS GOODBYE" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $85,400.

"PUBLIC ENEMY" (Warners)
STRAND—(3,000), 35c-$1, 5th week, 7 days. **Gross:** $24,275.

"BEGGAR'S OPERA" (Tobis)
WARNERS—(1,490), 35c-75c, 2nd week, 7 days. **Gross:** $4,374.

"PARTY HUSBAND" (F. N.)
WINTER GARDEN—(1,493), 35c-$1, 2nd week, 7 days. **Gross:** $18,655.

N. J. in Status Quo On Allied Decision

(*Continued from page* 1)

terday, Sidney Samuelson, president of the unit, said there was no statement to make "as yet." It is expected that another meeting will be held at which time the matter will be threshed out.

"Newly Rich"

(Paramount)

Based on Sinclair Lewis' story, "Let's Play King," this is a mildly diverting kid picture featuring Mitzi Green, Jackie Searl, Edna May Oliver and Louise Fazenda. It succeeds pleasantly as a programmer, but it slips in trying to appeal to both juveniles and adults, with gags supplanting drama and pathos. There is a kick in the final reels wherein Mitzi and Jackie and the young king run away to join a kid gang on the waterfront. Mitzi and Jackie, together with a screen newcomer, Bruce Line, perform splendidly under Norman Taurog's capable direction. Miss Oliver also is excellent. The title of the feature is inappropriate and should be changed.

$292,279 for 'Trader' In 17 B'way Weeks

(*Continued from page* 1)

out its first five days with a $16,550 gross, while for the next week, its first full week at the house, business reached $21,311. This, incidentally, was the peak figure for the long run. For the first six weeks, the gross maintained a steady level at about $20,000 and after that began to slide slowly until, in its last week, the picture did $9,970.

"Horn" for Capitol

"Trader Horn" is tentatively slated for a run at the Capitol, New York, starting June 19. The picture has just closed an extended engagement at the Astor.

Pearl Joins Tec Art As Sales Manager

Dick Pearl has joined Tec-Art Studios as sales manager and will handle three features and 26 shorts Al Mannon is to make this season. Mannon is producing 12 features for Hollywood Pictures of New York and 26 shorts for Educational release. The pictures he is making on his own will be sold to independents.

Pearl leaves Thursday on the *De Grasse* for London to arrange for distribution abroad.

Speculate on Warsaw

Decision of exhibitors in Warsaw, Poland, to close their theatres rather than continue to meet the city's entertainment tax was a topic of discussion in export circles yesterday. "Just another foreign problem," was the way one export sales manager described the Polish development.

Perkins, Muni in L. A.

HOLLYWOOD—Osgood Perkins and Paul Muni are here from New York to play leads in "Scarface" for Caddo-United Artists.

Mervyn Directs Gloria

HOLLYWOOD—Mervyn LeRoy has been signed by Samuel Goldwyn to direct Gloria Swanson in "Tonight or Never." Work will start August 1 upon the star's return from a trip to Europe.

Seek to Raise Operator Cut To Ten P.C.

(*Continued from page* 1)

scale, but can, and has, recommended that each union take the cut for the summer weeks in view of business depression existent throughout the picture business. In a number of cities the slash is already operative and is expected, in effect, to become national by the end of the week.

Last night, Operators' Local 306 declared it had agreed to a seven and one-half per cent wage reduction, describing as a "rebate," on salaries of $60 a week and over and a five per cent reduction on salaries under $60. The move, voluntary on the part of 306, covers all theatres in the Greater New York zone.

The plan provides the full salaries are to be paid each week. The operator will then turn over the rebate to the theatre manager, securing a receipt which is to be forwarded to 306 headquarters for "present and future reference."

The savings to theatre men in this zone for the ten weeks involved are computed at $100,000 at union headquarters.

Long Union Battle Ends at Portland

PORTLAND—After bickering for almost two years, the Operators' union, local 159, and Colonel Woodlaw, owner of the Circle and Columbia theatres, have finally reached an agreement, and union operators are again on the job in these two subsequent run houses.

Allow 50,000 Feet of Film in N. Y. Booths

(*Continued from page* 1)

Theatre Owners Chamber of Commerce, has been advocating the new fire ordinance. If the new ordinance had been rejected it would have meant the closing of every theatre in the state. Many houses have been operating on appeals granted when the fire department recently began a spirited enforcement of the old code. The Paramount and Warner studios in New York have also been affected, having recently experienced investigations by the fire department and also summoned to court for violations.

The new code recommended by the Board of Aldermen will be given Thursday to the mayor who is expected to sign it.

Movement for changes in the fire code was started in March, 1930, and its adoption for New York is expected to set an example for the State and entire country.

Burger to Mexico

The call of the Nomad has gotten Sam Burger. He has just returned from a lengthy trip to Australia and now he's scheduled to hie himself to Mexico City for a few weeks. He's slated to leave these parts June 14.

Benson Dies in L. A.

LOS ANGELES—S. E. Benson, manager of the local United Artists exchange, died suddenly of heart disease.

Harry Cohn Is Pivotal Man In Col. Wage

(*Continued from page* 1)

parable to last year, salary increases will be made by the end of the year. He also said he wants the sales force to dictate company policies.

Convention Ended

CHICAGO—Meetings of individual exchange sales forces wound up Columbia's sales convention here Tuesday.

Columbia Pays Dividend

Columbia Pictures' regular quarterly dividend of 75 cents on preferred stock was payable yesterday.

German Films in 50 Metropolitan Spots

(*Continued from page* 1)

tan, Belmont, Mecca, 14th Street, Cameo, Bohemian Annex, Plaza, Little Carnegie, Warners in Manhattan. The Beacon will shortly inaugurate Saturday midnight shows with foreign talkers.

Other houses going in for lingual films are the Little, Newark; Bergen, North Bergen; Temple, Union City; Pastime, Jersey City; Bishop, Hoboken; Star, Staten Island, and National, Jersey City.

Milwaukee Showmen Force Review Change

(*Continued from page* 1)

with any newspaper, threw a larger portion of their amusement copy over to the *News* in exchange for two daily pages of theatre news.

Indications are that Fox will also revert to its former policy of dividing its copy equally in the near future. Local exhibitors have succeeded in abolishing the star and ace, king, queen and jack ratings used by the *Milwaukee Sentinel* and the *Journal*, respectively. Both papers continue to feature reviews, but have stopped using these identifications.

Slammed Again

PITTSBURGH—Hollywood and "the movies" were among the many things generally disliked by delegates to the Presbyterian general assembly, the proceedings of which would have made an ideal "action talker."

"We are witnessing a recrudesence of paganism with Hollywood blazing the way," was one gem from the report. An attack was also made on billboards that display "alluringly attractive young women" who have "found something better than marriage."

Rob Portland Theatre

PORTLAND—Cracksmen forced open the vault in the Fox Hollywood and escaped with the holiday receipts of $1,200.

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VOL. 30. NO. 4 NEW YORK, THURSDAY, JUNE 4, 1931 TEN CENTS

Cooper Plot vs. British Films, Is Changed

I O D E Protests Alleged Ban on British Films

HALIFAX, N. S. — Charging that British films were being bought by those in control of the picture business in Canada so that they would be placed on the shelf and remain there permanently, the Imperial Order of the Daughters of the Empire attacked Col. John A. Cooper in its report at the annual convention here. The declaration was made that the purchase of British films intended for the Canadian market was a sure way of insuring their failure.

The report described at length the acceptance of an invitation by Col.

(*Continued on page 8*)

Jam on Permits to Show Vaude Looms

Exhibitors operating theatres in New York will have to forego summer stage attractions if those houses are not built for presentations. An order handed down yesterday by the New York City license commissioner states that unless theatres playing vaudeville during the summer have the necessary permits, operating licenses will be revoked. This means that a large number of houses in this terri-

(*Continued on page 8*)

That Allied Snarl Up in Jersey Today

Another meeting of New Jersey theatre owners is slated for today in an attempt to settle the question of what to do about Allied. Some members feel that there is too much at stake to let protection and film buying drop without an effort to fight them.

Some contend that principal reason for joining Allied was to have the national organization come to Jer-

(*Continued on page 8*)

Schwartz, Yiddish Actor, in Talkers

Abe Leff, Bronx exhibitor, has signed Maurice Schwartz, Jewish stage actor for a talker. In addition to the feature, Leff will make a number of Jewish shorts. The pictures will be made in an eastern studio with casts and director now being assembled. Leff himself will handle the pictures nationally.

Quitting; Clara Denies

HOLLYWOOD—Clara Bow denies suggestion of B. P. Schulberg that she is retiring from the screen. She says she has two offers from other producers and that she will be glad to get a release from her Paramount contract which has two pictures to go, feeling it "better to be free of all contracts until I am better."

Paramount had been holding up production of "Manhandled" awaiting Clara's recovery. She suffered her breakdown last month.

K.C. Merger Alters Zone Complexion

KANSAS CITY—Complexion of the competitive situation here and in other key spots of the territory changes considerably July when the Dubinsky and Publix houses are merged under operation of the Dubinsky Brothers. The deal was completed Wednesday. Included are the Newman and Royal, Publix first runs here, and the Liberty and Regent which the brothers have operated for years.

Ed Dubinsky will be president and

(*Continued on page 2*)

Carey to Star in Eight for Artclass

Artclass yesterday signed Harry Carey to star in a series of eight pictures to be staterighted under the brand name of "Super Epics."

This increases the company's line-up for the new season to 20 features in three series. In addition to the Carey pictures, six will be sold as "Standard Star Series" and six as "Standard Supreme Series."

Louis Weiss leaves for Hollywood in ten days on an extended trip.

N.Y. Operator Unions Feel Merger Urge

Negotiations are understood to be under way for the merging of operators' unions Local 306 and Empire State. The two have been competing with each other for the last year with the first insisting on two men in a booth while the latter demands at least one operator and an assistant. The scale of both unions varies at least 50 per cent, it is said. Empire State has over 100 members in its organization and leaders of the union

(*Continued on page 8*)

Where's Depression Demands Plunkett

"What's all the depression talk about?" asked Joe Plunkett yesterday. He's been abroad for a number of weeks, returned to New York on Tuesday and found the "blues" were riding in the ascendancy.

"I'm going to shoot more pep into my boys. This seems to be the time to do it. Abroad they are far more bullish on optimism than they are here. When business is bad in England, they don't say it will remain that

(*Continued on page 8*)

New Canadian Budget to Boost Duty on Negatives

OTTAWA—Films are affected, but not to a degree as great as other industries, by the Bennett budget Sales tax increase of from one to four per cent does not embrace pictures because they are rented, not sold, but the proposed increase is applicable to posters and other accessories.

The application of an excise tax of one per cent on the value of all imported goods will add to the cost of negative prints entering Canada from other countries, the arbitrary valuation for duty purposes having been eight cents per foot on negatives. This excise tax is in addition to the regular duty. Comparatively little positive is imported, the printing being done in the Dominion.

There also are general features, such as a one cent stamp tax on all letters, stamp tax on all checks and an income tax increase of two per cent on corporation taxes. A duty of 15 cents per pound on foreign periodicals may not be applied to film periodicals if they qualify separately. The new tariff becomes effective July 1.

Circuit Deals Hang As Indie Theatres Sign

Subsequent Accounts Are Sold Ahead of 1st Run

With the new selling season well under way, subsequent runs are being contacted and signed up by exchanges pending outcome of national circuit deals handled by their home offices. Deals with independents for second and subsequent runs are reported being closed in every territory of the country, exchanges being aware of local first runs contracts in work.

This development is meeting no opposition since protection granted to circuits is considered sufficient to protect their first runs.

Receiver for Lab Firms Promised

Supreme Court Justice James C. Cropsey in Brooklyn declared Wednesday he will appoint a permanent receiver to take over the assets of Intercontinental Film Laboratories, Inc. and Duplex Motion Picture Industries, after a long line of witnesses had testified to large sums of money they said they had lost exchanging Duplex stock for stock of Intercontinental.

Frederick F. Watson, one of the defendants and president of Intercontinental, said he had gone to Long Island City at the request of Frank H. Hibberd, president of Duplex. Fol-

(*Continued on page 8*)

Rochester Dropping 22 from Orchestra

ROCHESTER, N. Y.—Loew's Rochester, 4,000-seat house and biggest theatre here, has cut its pit orchestra from 40 to 18 pieces for the summer. The 13-piece stage band under direction of Leonard Campbell was left intact. Campbell became director of the pit orchestra in the absence of

(*Continued on page 8*)

68 Members Now in Oregon Allied Unit

PORTLAND—Northwest unit of Allied has in good standing 68 members with 102 theatres, it was reported at the convention here. Eight other members, who have ten theatres now are in arrears. Discussion of product, industry practices and problems occupied the two-day sessions.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 4, 1931 No. 4

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Graham Collapses on Rochester Stage; Dies

ROCHESTER, N. Y.—Cecil Graham, said to be the only rope jumping tap dancer in the world and player with Loew's units, died in Genesee Hospital here a few days after he had collapsed off-stage at the Rochester from double pneumonia. He had insisted on playing despite advice of fellow actors not to go on. He was 29 years old and a resident of Kingston, Jamaica. The entire company paid him homage at an undertaking parlor before the remains were shipped to New York in charge of his brother, Herbert, of that city.

Rothafel, Sarnoff Pay Seattle Visit

SEATTLE—S. L. ("Roxy") Rothafel and David Sarnoff spent a day in this city en route East and looked over the local RKO interests. Roxy was given wide publicity in the local newspapers, and appeared as "guest conductor" of the symphony orchestra at radio station KOMO the evening of his visit here. Their trip to this city was declared to be "just a friendly visit" with no particular business in mind.

Gilda, Gary to Give Ampanics Real Treat

There'll be a treat for both the boys and girls at the A. M. P. A. luncheon today, for Gilda Gray and Gary Cooper will be present. Lots of action is looked for. Others on the honored guest list are Ethel Norris, star of "Crazy Quilt," and Sam Jaffe and Siegfried Rumann of "The Grand Hotel" cast. Miss Norris has just been signed by Fox.

Mrs. Lasky Exhibits

LONDON—Mrs. Jesse Lasky has opened an exhibition of 49 of her own paintings here.

Sullivan Here

Jack Sullivan, film buyer for Fox West Coast Theatres, is in New York. Annual buying trip.

Off the Record

THE return-of-the-name-movement is gaining impetus in two directions on Broadway. The Capitol is endeavoring to bulwark business with attractions like Vincent Lopez, Helen Kane, Kate Smith, and George Jessel. Down Broadway, the Paramount is doing ditto. And over the bridge tomorrow Clayton, Jackson and Durante do a week's turn at the Brooklyn Paramount.

●

They do insist that more and more theatres are to be returned to more and more independents by more and more circuits.

●

That shimmering and closely fitting white evening gown of Norma Shearer's in "A Free Soul" caused some eyes to open at the Astor t'other night.

●

It isn't only the sky that's blue these days.

●

Two circuit operators who have no interest in it other than the chance to make money, said yesterday that "Daddy Long Legs" should be big at the b. o. Neither one of them is connected with Fox.

●

Some resentment is being expressed in distributing circles over the inference drawn from the newspaper stories which were printed on the closing of the Rialto, New York long run house. The closing was announced as due to unavalability of suitable pictures for the house. Some felt this was misleading and dangerous information to hand out to the public, it being said that some competing firms with their Broadway show-windows would take the position that they should have been excepted from what was regarded as a general indictment of pictures and the picture business.

●

Lots of gossip making the rounds about Walter Wanger. Some say he's to remain at Paramount and there are others who say not. He couldn't be reached yesterday for a statement.

Frisch-Rinzler Get 17th in Brooklyn

Increasing their Brooklyn circuit to 17, Louis Frisch and Sam Rinzler have taken over the Culver and Beverly from Fox. The other 15 houses, likewise, were acquired from the same circuit.

Changes Name

ALBANY—Beacon Film Company of Manhattan has been changed to Beacon Films.

Griffiths W B Director Seen as Merger Move

LONDON—Election to the Warner board of R. E. Griffiths of Pathe-First National is regarded in some quarters of the trade as a forerunner of a plan to merge the exchanges of the two companies.

An exchange merger of Warners and First National-Pathe in England is regarded as "silly" by the Warner home office.

Stock Issue Rally; W. B. Pfd. Jumps 3½

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4¼	3¾	4	.....	600
Consolidated Film Ind. pfd.	12	11	12	+ ¾	1,300
Eastman Kodak	124¾	118	124⅛	+2⅛	17,200
Fox Film "A"	16¼	13⅝	15¾	+1¾	18,700
General Theatre Equip. new	4	3⅝	3⅞	+ ⅛	5,900
Loew's Inc.	39⅝	36½	39⅝	+3	9,500
Paramount Publix	22½	20¼	22½	+2¾	13,300
Pathe Exchange	1¼	1	1⅛	+ ⅛	500
Pathe Exchange "A"	3⅝	3	3⅝	+ ⅜	300
RKO	13	11¼	12¾	+1½	24,700
Warner Bros.	7¼	5¾	7¼	+1½	16,000
Warner Bros. pfd.	20¾	18¾	20¾	+ 3½	4,900

Curb List Slightly Irregular

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅝	2½	2½	.....	200
General Theatre Equip. pfd.	5⅝	5⅛	5⅝	+ ⅛	1,500
National Screen Service	19½	19½	19½	— ¾	100
Sentry Safety Control	1	1	1	.....	800
Technicolor	5½	4⅛	5½	+1¾	500
Trans Lux	6⅜	5¼	6⅜	+1	700

Bonds Steady; W. B. Gains 3½

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	28½	25	27½	+2½	20
Loew's 6s '41 ex war	95¾	95⅜	95¾	.....	10
Paramount Broadway 5½s '51	101	100⅞	101	.....	4
Paramount F. L. 6s '47	79	78	78	—1	5
Paramount Publix 5½s '50	69⅞	69¾	69⅞	+ ⅛	4
Pathe 7s '37 ww	80	80	80	+ ⅞	10
Warner Bros. 6s '39 wd	38	34½	38	+3½	16

K.C. Merger Alters Zone Complexion

(*Continued from page* 1)

general manager of the new organization which will be called Publix-Dubinsky Brothers Theatres. His three brothers, Barney, Irwin and William, will be associated with him in its management. When the change of management goes into effect July 5, the Liberty automatically will become a first run house while the Royal will take over the Liberty's second run policy.

No money changed hands in the deal, the Dubinsky's joining fourteen houses they owned in Missouri and Kansas with five owned by Paramount-Publix in a straight merger. The Paramount-Publix houses are the Newman and Royal in Kansas City, the Electric in Kansas City, Kansas, and the Paramount in Springfield and Joplin. The Dubinsky houses are the Regent and Liberty here and houses in Leavenworth, Jefferson City, Fulton and Missouri points.

Week Closing Policy New Hal Roach Plan

CULVER CITY—Hal Roach's studio closes Saturday for one week under the new policy of closing one week in each five, rather than the usual two months' annual closing.

Cinicof Gets Five Lazarus Houses

HOLLYWOOD—Harvey Cinicof has taken over S. M. Lazarus' Circle Theatre Circuit. J. J. Franklin had been dickering for the houses. Cinicof also has acquired the Spreckles at San Diego, to add to the five houses comprising the circuit.

Vaude Bills Reduced

SAN FRANCISCO—Vaudeville acts have been cut to four from eight at the RKO Golden Gate.

Make Frisco Cuts

SAN FRANCISCO—Two employes were let out in the Warner economy program at the local Warner, where salaries of all employes were cut from 10 to 20 per cent.

Pathe Signs Duryea

HOLLYWOOD.—George Duryea has been signed for a series of six westerns for RKO Pathe.

Blessed Events

HOLLYWOOD—Mrs. George Fitzmaurice is the mother of twins, a boy and a girl.

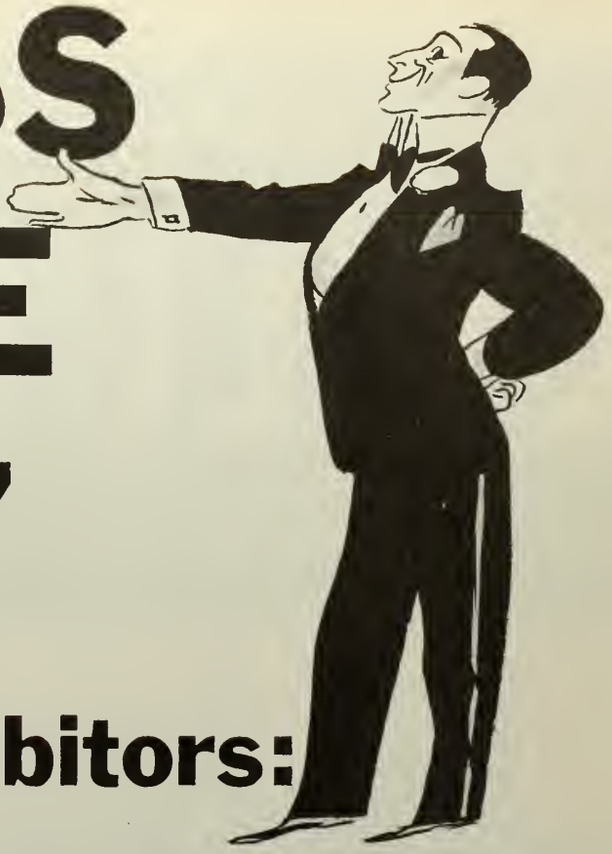
Goulding in Paris

PARIS—Edmund Goulding is here from New York to confer with Robert T. Kane on Paramount's Joinville production activities.

Mix Is "U" Star

UNIVERSAL CITY—Universal has signed Tom Mix for a series of westerns.

"MR. ROSS HAS THE FLOOR!"



"To all brother exhibitors:

We have just finished playing TRADER HORN at our Durfee Theatre, Fall River, Mass., and after a very successful run played to capacity business, we are bringing the picture back for a return engagement. It is my honest, serious, and candid opinion that any exhibitor who does not play this picture is not only losing money, but is depriving his community of seeing the best thrill picture that has ever been shown."

(*signed*) **C.H. ROSS,** Manager, Durfee Theatre, **FALL RIVER, MASS.**



"Hello, Mr. Ross, you'll be glad to know that hundreds of exhibitors are bringing Trader Horn back for return engagements. Thanks from your pal Leo and Metro-Goldwyn-Mayer"

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JOE BRANDT

PRES COLUMBIA PICTURES CORPN 729 SEVENTH AVE

IVE SEEN ALL THE PROGRAMS OFFERED BY EVERY COMPANY FOR NEXT YEAR AND COLUMBIA LOOKS THE BEST AND IM PROUD TO BE ONE OF THE FIRST TO SIGN UP STOP COLUMBIA MADE MONEY FOR THE LAFAYETTE THEATRE THIS YEAR KNOW THAT IT WILL REPEAT AGAIN THE COMING SEASON STOP OU HAVE A HAPPY FACULTY OF MAKING PICTURES THAT KEEP THE CASH REGISTERS BUSY AT THE X OFFICE THE NEXT SEASONS LINEUP LOOKS VERY GOOD TO ME KEEP UP THE GOOD WORK 'GRATULATIONS

A C HAYMAN NEW LAFAYETTE THEATRE

227P

SET WITH COLUMBIA NOW!

Oklahoma City Theatres Take It on the Chin

OKLAHOMA CITY—Amusement parks reported increased business during the past week, merchants reported huge purchases of spring and finery—and exhibitors reported rotten business. In fact, not one theatre chalked up a normal intake for the week.

Estimated takings for the week ending May 29:

"TARNISHED LADY" (Para.)
CAPITOL—(1,200), 10c-25c-35c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"SHIPMATES" (M-G-M)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $5,500. (Average, $8,000.)

"LION AND LAMB" (Col.)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $600. (Average for week, $3,500.)

"MEET THE WIFE" (Col.)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $700. (Average for week, $3,500.)

"YOUNG SINNERS" (Fox)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $4,500. (Average, $7,500.)

"PARTY HUSBAND" (F. N.)
WARNER—(1,700), 10c-35c-50c, 7 days. Vaudeville. **Gross:** $6,700. (Average, $7,600.)

"Trader Horn" $12,000 Over Par in S. F.

SAN FRANCISCO—"Trader Horn" and "Subway Express" split honors here last week, the former getting the excellent figure of $31,000 ($12,000 above par) at the Paramount and the Columbia film boosting the Golden Gate's average $4,000 to $19,000.

On the other side of the ledger, "Too Young to Marry" went $2,000 below normal at the Warfield, and "Other Men's Women" $6,500 under at the California. The other first-runs in town were satisfied with business.

Estimated takings for the week ending May 26:

"SUBWAY EXPRESS" (Col.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Eight acts RKO vaudeville. **Gross:** $19,000. (Average, $15,000.)

Week Ending May 27

"DOCTORS' WIVES" (Fox)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band, stage show. **Gross:** $14,000. (Average, $13,000.)

"DONOVAN'S KID" (Radio)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"TOO YOUNG TO MARRY" (F. N.)
WARFIELD—(2,700), 50c-65c-90c, 7 days. Rube Wolf band, F. & M. stage revue. **Gross:** $19,000. (Average, $21,000.)

Week Ending May 28

"OTHER MEN'S WOMEN" (Warners)
CALIFORNIA—(2,315), 35c-50c, 7 days **Gross:** $8,500. (Average, $15,000.)

"SIX CYLINDER LOVE" (Fox)
FOX—(4,600), 50c-65c-75c-$1, 6 days. Stage show, Walt Roesner concert. **Gross:** $30,000. (Average for 7 days, $34,000.)

"PUBLIC ENEMY" (Warners)
WARNER BROS.—(1,385), 35c-50c, 7 days, second week. **Gross:** $9,100. (Average, $10,500.)

Week Ending May 29

"TRADER HORN" (M-G-M)
Paramount—(2,740), 35c-50c-65c-90c, 7 days. Jess Stafford's band. **Gross:** $31,000. (Average, $19,000.)

Baseball Lures Fans

DENVER—Since it is playing baseball at night, the local Western League Club is making an effort to win the movie fans.

"Secret Six," "Seed" Denver Topnotchers

DENVER—Warm weather and the opening of the fishing season did not help business at the de luxers. For the first time in more than a year a picture was yanked before the week was up—"The Hot Heiress" being pulled after three days at the Rialto, "Finn and Hattie" being substituted. "The Secret Six" and "Seed" hit the above-average mark by $1,500 and $1,000, respectively.

Estimated takings for the week ending May 28:

"THE SECRET SIX" (M-G-M)
DENVER—(2,300), 25c-35c-65c, 7 days. Publix stage show, Denver Grande orchestra. **Gross:** $16,500. (Average, $15,00.)

"SEED" (Univ.)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"SVENGALI" (Warners)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $10,000.)

"TARNISHED LADY" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $11,000. (Average, $11,000.)

"THE HOT HEIRESS" (F. N.)
RIALTO—(1,040), 25c-35c-50c, 3 days. **Gross:** $750. (Average for week, $3,750.)

"FINN AND HATTIE" (Para.)
RIALTO—(1,040), 25c-35c-50c, 4 days. **Gross:** $1,750 (Average for week, $3,750.)

"Viking" Real Draw in Poor Philly Week

PHILADELPHIA—With the advent of hot weather, box-office grosses took a decided slump here and gave the managers cause for worry. Even pictures that had proved to be big money-makers elsewhere took nose-dives. One of the pictures to show real strength was "The Viking," the Frissell Arctic films, which took in $6,500 in four days at the Chestnut, a good figure for that house.

Estimated takings for the week ending May 28:

"SKIPPY" (Para.)
ARCADIA—(600), 50c, 4 days. **Gross:** $2,000. (Average, for 6 days, $3,000.)

"DOCTORS' WIVES" (Fox)
ARCADIA—(600), 50c, 2 days. **Gross:** $1,000. (Average for 6 days, $3,000.)

"SEED" (Univ.)
BOYD—(2,400), 35c-50c-75c, 7 days. **Gross:** $13,000. (Average, $18,000.)

"THE VIKING" (Masterpiece)
CHESTNUT—(1,860), 35c-50c-75c, 4 days. **Gross:** $6,500.

"THE LADY REFUSES" (Radio)
EARLE—(2,000), 25c-65c, 6 days. Eight acts vaudeville. **Gross:** $19,000. (Average, $18,000.)

"YOUNG SINNERS" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $20,000. (Average, $26,000.)

"INDISCREET" (U. A.)
KARLTON—(1,000), 40c-50c, 6 days. **Gross:** $5,000. (Average, $5,000.)

"TARNISHED LADY" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 4 days. **Gross:** $8,000. (Average for 6 days, $15,000.)

"CITY STREETS" Para.)
KEITH'S—(1,800), 35c-50c-75c, 2 days. **Gross:** $5,000. (Average for 6 days, $15,000.)

"BIG BUSINESS GIRL" (F. N.)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $38,000. (Average, $40,000.)

"THE PUBLIC ENEMY" (Warners)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $12,000. (Average, $18,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
STANTON—(1,700), 25c-65c, 6 days. **Gross:** $9,000. (Average, $11,000.)

Where's That Kick?

New Orleans—Clara Bow's "Kick In," shown at the Saenger, set a new low for attendance records at that theatre, all of which may prove something or nothing.

Public Enemy Is a Flop in Omaha Spot

OMAHA—The surprise of the week here was the poor record of "The Public Enemy," which took in only $5,250 at the World, the figure being below $2,250 below normal. It was a poor week all around, however, "Shipmates" being the film to go over par—and to the tune of $250.

Estimated takings for the week ending May 29:

"SEED" (Univ.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four acts RKO vaudeville. **Gross:** $14,500. (Average, $14,500.)

"SHIPMATES" (M-G-M)
PARAMOUNT—(2,900), 25c-50c-35c-60c, 7 days. **Gross:** $8,750. (Average, $8,500.)

"FIFTY MILLION FRENCHMEN" (Warners)
STATE—(1,200), 25c, 4 days. **Gross:** $850. (Average, $1,200.)

"THE LOTTERY BRIDE" (U. A.)
STATE—(1,200), 25c, 3 days. **Gross:** $750. (Average, $900.)

"THE PUBLIC ENEMY" (Warners)
WORLD—(2,500), 25c-40c, 7 days. Orville Rennie and stage band. **Gross:** $5,250. (Average, $7,500.)

Only One Is Under Normal In K. C. Week

KANSAS CITY—There was no gloom in theatre circles here last week, for only one picture went below average. "Bachelor Apartment" was the leader, taking $16,500, or $1,500 over normal, at the Mainstreet. "The Secret Six" was a close second with an average of $1,400 at the Midland, the gross being $15,900.

Estimated takings for the week ending May 30:

"BACHELOR APARTMENT" (Radio)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $16,500. (Average, $15,000.)

"THE SECRET SIX" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $15,900. (Average, $14,500.)

"THE MILLIONAIRE" (Warners)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** $13,500. (Average, $12,500.)

"WOMAN HUNGRY" (F.N.)
ORPHEUM—(1,550), 20c-40c, 3 days. **Gross:** $2,500. (Average, $2,000.)

"THE LADY REFUSES" (Radio)
ORPHEUM—(1,550), 20c-40c, 4 days. **Gross:** $3,500. (Average, $3,000.)

"SVENGALI" (Warners)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $4,500. (Average, $4,500.)

"VIRTUOUS HUSBAND" (Univ.)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $5,400. (Average, $6,000.)

Dressler in "Emma"

HOLLYWOOD—Marie Dressler will appear in "Emma," an original by Frances Marion. The picture will go into production shortly.

"Front Page" Is Held Over In Montreal

MONTREAL—"The Front Page" at the Princess drew $15,500, in spite of hot days, and Manager Tom Cleary decided to hold it over. This total was $2,500 over average and good enough!

George Rotsky offered "Trader Horn" at the Palace after it had played two weeks as a road show and took in the house average of $14,000, while Manager James Adams almost equalled average at Loew's with $12,500 on "It's a Wise Child" on the screen and Frances White as the vaudeville headliner. The Capitol was a shade off with a twin bill consisting of "Bachelor Apartments" and "Cracked Nuts," Manager Gene Curtis counting $11,500, as compared with the house average of $12,500.

The Imperial was, as usual, taking to $3,800 on a double fare made up of "Aloha" and "Virtuous Husband," which total was about equal to recent weeks. The Strand made a special feature of "The Finger Points" as a single attraction in place of the usual double bill and the returns totalled $3,400, below the line.

Estimated takings for the week ending May 29:

"BACHELOR APARTMENT" (Radio) and "CRACKED NUTS" (Radio)
CAPITOL—(2,670), 25c-35c-50c-60c, 7 days. **Gross:** $11,500. (Average, $12,500.)

"ALOHA" (Tiff.) and "VIRTUOUS HUSBAND" (Univ.)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,800. (Average, $5,100.)

"IT'S A WISE CHILD" (M-G-M)
LOEW'S—(2,982), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts, featuring Frances White. **Gross:** $12,500. (Average, $13,000.)

"TRADER HORN" (M-G-M)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. Previously road-showed. **Gross:** $14,000. (Average, $14,000.)

"THE FRONT PAGE" (U. A.)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $15,500. (Average, $13,000.) Held over for second week.

"THE FINGER POINTS" (F.N.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,400. (Average, $4,000.)

"Sinners" Is Week's Best In Charlotte

CHARLOTTE—Box-office receipts continued at a high level with the first week of real summer weather, "Young Sinners" being the week's leader with $6,250 as against an average of $5,500.

Estimated takings for the week ending May 30:

"GOD'S GIFT TO WOMEN" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $4,250. (Average, $3,500.)

"PUBLIC ENEMY" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $1,250. (Average, $3,500.)

"YOUNG SINNERS" (Fox)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,250. (Average, $5,500.)

"UP POPS THE DEVIL" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

More for 'Strange Woman'

HOLLYWOOD—Betty Compson, Colin Campbell and Arthur Edwin Carewe yesterday were assigned parts in "Strange Woman" for Radio.

"Millionaire" "City Streets" Portland Tops

PORTLAND — Warm weather, a "walkathon" and the circus cut heavily into grosses here, "City Streets" and "The Millionaire" being the only films to hit above average, the former taking in $14,900 at the Paramount, with Benny Rubin as an added attraction, and the Arliss picture drawing $4,200 into the tills of the Music Box in its third week.

Estimated takings for the week ending May 27:

"THREE GIRLS LOST" (Fox)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,600. (Average for week, $4,000.)

"FINN AND HATTIE" (Para.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,900. (Average for week, $4,000.)

"CHARLIE CHAN CARRIES ON" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 7 days (additional Saturday midnight show.) **Gross,** $3,800. (Average, $5,000.)

"THE MILLIONAIRE" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 3rd week, 7 days. **Gross:** $4,200. (Average, $4,000.)

"CITY STREETS" (Para.)
PARAMOUNT—(3,068), 25c-60c, 7 days: F. & M. Hollywood Scandals, Benny Rubin in person. **Gross:** $14,900. (Average, $12,000.)

"SEED" (Univ.)
RKO ORPHEUM—(1,700), 25c-50, 7 days. Eight Vaude acts. **Gross:** $9,800 (Average, $10,000.)

"LADIES' MAN" (Para.)
UNITED ARTISTS—(945), 25c-60c, 7 days. **Gross:** $6,300. (Average, $7,000.)

Boston Gives 'Seed' $22,000, Second Week

BOSTON—"Seed" was the bright spot of the week here, grossing $22,000 at Keith's to top the normal intake by $4,000 and getting a holdover as a result. Business generally was spotty, due to the air maneuvers, which killed the afternoon business. However, the aerial show made up for it by building up the evening trade.

Estimated takings for the week ending May 28:

"THE GOOD BAD GIRL" (Col.)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaudeville. **Gross:** $18,500. (Average, $17,000.)

"SEED" (Univ.)
KEITH'S—(2,800), 30c-65c, 7 days. **Gross:** $22,000. (Average, $18,000.)

"THE SECRET SIX" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaudeville. **Gross:** $21,000. (Average, $20,000.)

"DAYBREAK" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $21,500. (Average, $20,000.)

"UP POPS THE DEVIL" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. Gilda Gray in revue. symphony orchestra. **Gross:** $33,500. (Average. $32,000.)

"GOLD DUST GERTIE" (Warners)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $15,000. (Average, $15,000.)

"THE PUBLIC ENEMY" (Warners)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaudeville. **Gross:** $15,000. (Average, $14,000.)

"GOLD DUST GERTIE" (Warners)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $12,500. (Average, $12,000.)

Warwick Ward in Series

LONDON—Paramount has signed Warwick Ward for a series of talkers to be made at Ellstree. The first is "The Man I Killed."

Bebe's Break

SYDNEY—Here's one for Bebe Daniels to frame. Advertisements issued by the Lyceum read: "Bebe Daniels in 'Reaching for the Moon' with Douglas Fairbanks, Jack Mulhall, Edward Everett Horton, Claude Allister." Bebe's name appears in 60-point type, while Doug and the others nestle back in 12-point. American advertising gave Fairbanks pretty much the whole show!

"Seed" Proves Ottawa High; 'Lights' Flops

OTTAWA—Rainy weather put a crimp in the holiday plans of Ottawans for Empire Day, and sent crowds to the theatres, but a warm spell for the rest of the week kept many outdoors. A local sensation was caused when Manager Don Stapleton took "City Lights" off the screen at the Centre after it had played one day of its second scheduled week and substituted "The Hot Heiress" for the last five days. Chaplin drew a fair $5,700 for the first week, but the picture showed signs of tottering and was withdrawn.

The box office hit of the week was "Seed" at the Regent where it scored $6,200, against the house average of $5,400. The women flocked to it and kept the theatre humid with their tears. The Avalon played a second run of "Hell's Angels" and the house was packed to the tune of $1,800 for the three days, as compared with average of $1,300.

"Body and Soul" was also above the line at $1,500 for the last half. "The Iron Man" and an episode of "Spell of the Circus" for Saturday matinee gave B. F. Keith's only a reasonably good three days at $3,600.

Estimated takings for the week ending May 29:

"HELL'S ANGELS" (U. A.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,800. (Average, $1,300.)

"BODY AND SOUL" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,500. (Average, $1,300.)

"THE HOT HEIRESS" (F. N.)
CENTRE—(1,200), 15c-25c-35c-50c-60c, 5 days. Substituted for "City Lights." **Gross:** $3,800. (Average, $4,600.)

"THE PRODIGAL" (M-G-M)
IMPERIAL—(1,200), 10c-25c-35c-40c-50c, 6 days. **Gross:** $3,000. (Average, $3,000.)

"THE IRON MAN" (Univ.)
B. F. KEITH'S—(2,592), 15c-25c-35c-50c-60c, 3 days. "Spell of the Circus" Sat. Mat. only. **Gross:** $3,600. (Average, $3,700.)

"MEN CALL IT LOVE" (M-G-M)
B. F. KEITH'S—(2,592), 15c-25c-35c-50c-60c, 3 days. **Gross:** $3,500. (Average, $3,700).

"SEED" (Univ.)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $6,200. (Average, $5,400.)

Twin Bills on Saturdays

OKLAHOMA CITY—Changes in policy have been announced by three city theatres. The Warner will run double features on Saturday nights, previewing the following week's feature with no additional cost to patrons. In order to meet the opening dates of other city houses, the Criterion and Capitol, Publix houses, have announced Friday openings. This is the first deviation from Saturday openings ever recorded by these houses.

"Seed" Only Albany Film Over Normal

ALBANY—Despite summer weather "Seed" at the Mark Strand proved the big bet of the week, playing to about $8,500, which is normal for this house. While daylight saving kept down the early evening shows, matinees ran heavy and the second show of the evening packed the house to its roof and made up what was lost on the first. This was the only picture in the city during the week that played to anything like normal business.

The Leland, using "Trader Horn" for its second appearance in this city, did only mediocre business. The Hall used "Young Sinners," but went up against stiff competition next door one night with a military drill that attracted thousands. All in all, it was not a successful week for Albany's theatres with the single exception of the Mark Strand.

Estimated takings for the week ending May 28:

"YOUNG SINNERS" (Fox)
HARMANUS BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $7,400. (Average, $10,000.)

"TRADER HORN" (M-G-M)
LELAND—(1,350), 25c-35c, 6 days. **Gross:** $5,100. (Average, $6,000.)

"THE LADY WHO DARED" (F. N.)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $3,900. (Average, $4,500.)

"SEED" (Univ.)
MARK STRAND—(1,900), 35c-50c, 6 days. **Gross:** $8,720. (Average, $8,500.)

"TARNISHED LADY" (Para.)
PROCTOR'S RKO—(1,500), 25c-60c, 3 days. Vaudeville units. **Gross:** $2,700. (Average, $3,000.)

"THE ROYAL BED" (Radio)
PROCTOR'S RKO—(1,500), 25c-60c, 3 days. Vaudeville units. **Gross:** $2,600.(Average, $3,000.)

Films Enjoy Big Week in Minneapolis

MINNEAPOLIS—Extraordinary business for this season was chalked up by Minneapolis houses. "Dirigible," playing a special engagement at $1.50 top, took in $16,500 in eight days, getting within $500 of the mark set by "Trader Horn" for a week. "Kiki" went $1,500 above average; "The Secret Six," $4,000; "Seed," $1,500, and "Daybreak," $500.

Estimated takings for the week ending May 29:

"DRUMS OF JEOPARDY" (Tiff.)
ASTER—(812), 20c-35c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"DIRIGIBLE" (Col.)
CENTURY—(1,640), 50c-$1.50, 8 days. **Gross:** $16,500. (Special engagement.)

"KIKI" (U. A.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $4,000. (Average, $2,500.)

"THE SECRET SIX" (M-G-M)
MINNESOTA—(4,025), 30c-75c, 7 days Lou Breese, master of ceremonies, four acts vaude, orchestra. **Gross:** $24,000. (Average, $20,000.)

"SEED" (Univ.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Four acts vaudeville. **Gross:** $15,500. (Average, $14,000.)

"DAYBREAK" (M-G-M)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000.)

Norma Kisses Toronto Fans Another Week

TORONTO—Empire Day, a national holiday, boosted theatre attendance and the rainmaker helped considerably because it was a dismal week-end with copious rain. Patronage was slack the day after the holiday, so that conditions were pretty well balanced.

The outstanding hit was "Strangers May Kiss," which was held over by Manager Jules Bernstein of Loew's after registering $18,000 for the week. Bernstein has had hold-overs on only three pervious occasions in his 18 years at Loew's. There were British productions at two first-run houses. "Tell England" was roadshowed at the Royal Alexandra Theatre at $1 top and turned in a weak $9,500, as compared with $16,000 for the recent first week of "Trader Horn."

"The W Plan" at the Uptown was more popular and registered an average $12,000, which was good under the circumstances. Shea's was above the mark at $14,000 with "Bad Sister" and a vaudeville headliner featuring Roxy celebrities.

Estimated takings for the week ending May 29:

"YOUNG SINNERS" (Fox)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage show. **Gross:** $15,000. (Average, $16,000.)

"STRANGERS MAY KISS" (M-G-M)
LOEW'S—(2,200), 15c-25c-30c-40c-60c-75c, 6 days. **Gross:** $18,000. (Average, $15,000.) Held over.

"TELL ENGLAND" (British)
ROYAL ALEXANDRA—(2,100), 25c-50c-75c-$1, 6 days. Prologue, "Memories." **Gross:** $9,500. (Below average.)

"BAD SISTER" (Univ.)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts, featuring Roxy Favorites. **Gross:** $14,000. (Average, $13,000.)

"THE MILLIONAIRE" (Warners)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days, second week. **Gross:** $9,000.(Average, $12,500.) First week, $16,500.

"THE W PLAN" (British)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $12,000. (Average, $12,000.)

"Bad Sister" Indianapolis Bet at $8,750

INDIANAPOLIS—Business was terrible here last week, but was aided somewhat by the Memorial Day crowds at the end of the week. The big performer of the week was "Bad Sister," which grabbed off $8,750 at the Circle.

Estimated takings for the week ending May 29:

"THE PUBLIC ENEMY" (Warners)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $6,000. (Average, $5,500.)

"BAD SISTER" (Univ.)
CIRCLE—(2,600), 25c-50c, 9 days. **Gross:** $8,750. (Average, $8,500.)

"MAN OF THE WORLD" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. Publix stage unit. **Gross:** $19,000. (Average, $20,000.)

"THE GOOD BAD GIRL" (Col.)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $8,500. (Average, $10,000.)

"KIKI" (U. A.)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,500.

Australia in Worst Slump In 40 Years

BRISBANE, Australia—An unparalleled tale of woe is contained in the annual report of the Queensland Exhibitors' Association, just adopted.

"A review of our business for the past twelve months produces few thrills of pleasure," the report proceeds. "It is quite superfluous to make the woebegone statement that we are in the throes of the worst slump experienced for over 40 years. Our week-night takings are such that nearly all theatres are losing, some heavily, Saturday nights alone giving us the wherewithal to carry on."

Continuing in the gloomy strain, the report states that some theatres are taking more with sound than they did with silent pictures; "but there is a fly in the ointment here—the high rate of film hire, and the enormous weekly payments on equipments, reduce the profits of wired theatres, in many instances to less than those earned in the silent days. Dividends were fairly plentiful in those halcyon times, but in this era of perturbation, there are more 'ends' than 'divies.'"

Reductions in the basic wage and increased taxation are factors blamed for the depressed circumstances; "but we must preserve a smiling face, even if any alleviation is as far off as the millenium."

Jam on Permits to Show Vaude Looms

(*Continued from page* 1)

tory will not be able to build stages in front of the screen for vaudeville purposes as in past years. Theatres with seating capacities around 600 will be checked up in the new move by the city authorities.

That Allied Snarl Up in Jersey Today

(*Continued from page* 1)

sey's aid in time of need. As yet no assistance in the above matters have been offered by Allied and rather than support the organization, a number of exhibitors feel that as a wholly independent unit they can continue to fight their battles as in the past.

New York Operators Feel Urge to Merge

(*Continued from page* 1)

are said to be in favor of the combine.

An official of 306 yesterday denied the report, stating:

"There's nothing to it and never will be."

"Trader" Novelization

M-G-M has placed novelization of "Trader Horn" in 405 newspapers throughout the country.

More from Bobby?

HOLLYWOOD—Having completed his series of twelve "How I Play Golf" shorts, Bobby Jones has gone to his home in Atlanta, but it is reported that he may return in the fall for further work in films.

Purely Personal

JOE GALLAGHER of Columbia, William H. Adler and Jack Hess, of RKO, J. R. Manheimer of the E-J Electrical Installation Company, and Stanley Hatch are up for membership and, as soon as the proper Motion Picture Club committee meets, will enter the fold.

JOE PLUNKETT successfully borrowed ears belonging to Ben Kahane, Nate Blumberg, Myron Robinson and E. M. Glucksmann yesterday while he told them of his experiences on the Continent. It all took place at the Motion Picture Club.

CHARLIE MACDONALD goes into the M. P. Club as soon as the membership committee gets around to that application of his which Walter Futter signed and M. J. Kandel seconded.

DAVE LUSTIG, of Manhattan Playhouses, with Dunninger, mind reader and exposer of allegedly fake spiritualistic seances, are to make a series of 26 radio appearances.

W. A. KEYES, manager of the Victory, Dayton, O., reached the city yesterday and was a visitor at the Warner booking department.

MURRAY ROTH, director of shorts at the Vitaphone studios in Brooklyn, returned yesterday from a two weeks' holiday in Bermuda.

LOUIS DISCHLER, veteran of show business, is making quite a go of Consolidated Theatrical Press Corp., printing firm which he started recently.

HANS FROHMAN of Ace Film joins the picture club soon. The Zenkers—Herman and Charlie—have told him it's a wise move.

AL SELIG likes the M. P. C. rooms so much he has determined to join. Sime Silverman and Lou Rydell are sponsoring him.

HAROLD RODNER, president of Continental Theatre Accessories, leaves tomorrow on a business trip to the Coast.

JIMMY DURANTE lunched at the picture club yesterday. Nobody paid the slightest attention to him.

NATE BLUMBERG is mighty proud of that very nifty watch Joe Plunkett brought him from Europe.

ALECK SCHREIBER, of the Embassy, Detroit, was another visitor to the Warner offices.

MARION DAVIES sailed on the *Europa* for the Continent early this morning.

THE BURGERS—Paul and Sam—conferenced over the luncheon cloth yesterday.

GRANT L. COOK is back from the Coast.

Where's Depression Demands Plunkett

(*Continued from page* 1)

way, but look to tomorrow, not next year, for the turn."

Plunkett said that business in the West End, London's Times Square, is good when pictures are good. In Germany, he discovered the slogan to be "bread first—then the movies." Reports rampant in London that, following on the heels of B. B. Kahane's trip, he had gone over to acquire theatres, were denied yesterday by Plunkett. "I didn't make a deal for a solitary house," he said.

"When I reached London, the *Evening News* carried a full column on the first page declaring I had arrived with an open check book. Two fellows made a long trip from Ireland to sell me a couple of houses, but I wasn't there for that purpose at all."

Plunkett said English exhibitors were trying to eliminate double features.

Directors' Wives In L. A. Hospitals

HOLLYWOOD—Wives of two directors are in hospitals here, one recovering from an emergency appendicitis operation and the other recuperating after giving birth to twins. Mrs. Mary Aiken Carewe, wife of Edwin Carewe, was reported out of danger after an operation for appendicitis. Mrs. George Fitzmaurice gave birth to twins yesterday. The new arrivals have been named Patricia and Michael. Director Fitzmaurice said. They weighed 5½ pounds each at birth.

Milwaukee to Hold Mouse Convention

MILWAUKEE—Delegates from 17 Wisconsin cities will come to Milwaukee June 6 to attend the Mickey Mouse convention which will be held at Fox's Wisconsin theatre here. They will also be guests at a banquet at the Hotel Schroeder, at which athletic, health and educational leaders will be speakers. Mickey Mouse clubs now have a membership of approximately 25,000 kiddies under 14 years of age in Wisconsin.

Rochester Dropping 22 from Orchestra

(*Continued from page* 1)

Victor Wagner, on a three months' vacation.

The Rochester June 1 inaugurated its new air cooling system which changes ventilating every five minutes and forces ice water-sprayed air through a charcoal screen for purification.

Two Asheville Firms Merge 7 Theatres

ASHEVILLE, N. C.—Organization of the Publix Bamford Theatres, and appointment of Carl R. Bamford to direct its affairs has been completed. The corporation will operate all of Asheville's seven theatres, including the Imperial, the Plaza, the Paramount, the Princess, the Palace, the Strand and tre Auditorium.

Bamford has operated the Paramount, Princess, Palace, and Auditorium while the Plaza, the Imperial and the Strand were operated by Publix.

Cooper Plot vs. British Films, Is Changed

(*Continued from page* 1)

Cooper, who is president of the Motion Picture Distributors Association of Canada, to view a British picture, "Escape," last October. It was given enthusiastic approval by national officers of the I. O. D. E. but subsequently the picture was released only two or three times in a small way "where the audience was manifestly unsuitable." The organization adopted the report as a protest against the alleged trade ban against British productions.

Receiver for Film Lab Firms Promised

(*Continued from page* 1)

lowing many years of service in the mechanical end of the film industry he said that Hibberd had talked to him about establishing a laboratory and that he worked for Hibberd until 1926 at $100 a week. He said he had nothing to do with the sale of stock. In 1927 Watson said Hibberd again approached him to establish and take charge of a laboratory. This was done, he said, and he again received $100 a week from Hibberd and took his orders directly from him. Intercontinental was then established, he said.

Asked by the court if he had ever constructed a laboratory, the witness replied: "No, I understood it was nearly completed, but not quite finished."

"Oh," exclaimed the court, "you've not had time enough—only two and one-half years." Watson said that Hibberd received 7½ per cent commission on all stock sales. He admitted he had an agreement with him whereby he was to receive 5 per cent and Watson 2½ per cent but he said "I never got 2½ per cent or any per cent." Hibberd did not testify.

The Deputy Attorney General charges that Hibberd and his associates induced stockholders of Duplex to exchange their holdings for stock of Intercontinental. He further charges that Duplex was a profitable concern at the time of the exchange, and that even now it could be operated on a profitable basis.

Defendants are Frank H. Hibberd, Jr., president of Duplex; Mrs. Louise Nields, secretary of that company; Frederick F. Watson, president of Intercontinental, and Jackson Miller, secretary of Intercontinental.

Rush RKO House

ALBANY, N. Y.—The New RKO theatre is being pushed rapidly these days and the walls will be completed within a week or so. During the present week the contract was let for the new theatre in Glens Falls.

To Direct "Guilty Hands"

HOLLYWOOD—W. S. Van Dyke will direct "Guilty Hands" for M-G-M. It's an original by Bayard Veiller.

15 Papers in Tie-up

With addition of the Cleveland *News*, Hearst Metrotone News Globe trotter sound newsreel now is tied up with 15 newspapers.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 5 NEW YORK, FRIDAY, JUNE 5, 1931 TEN CENTS

Chi Operators Facing Racket Probe by U. S.

$56,673,863 2-Day Gain in 6 Film Stocks

Market Upswing Sends Value to 530 Million

Market value of six of the picture stocks listed on the New York Stock Exchange appreciated $56,673,863 in Wednesday's and Thursday's upswing of the general market and at the close Thursday were more than $100,000,000 above their lows for the year.

Film stocks were quick to improve with the general list having attracted a large amount of new buying at the levels to which some of the leaders were forced in the recent deflation. This factor, together with shorts covering, brought about wide recoveries from recent lows.

Eastman Kodak gyrated wildly

(*Continued on page 6*)

Australian Firms Hit by Depression

SYDNEY—Balance sheets of three of the five principal amusement companies here, just issued, indicate the extent to which depression and crippling taxation are hitting the entertainment industry, and those holding investments in it.

Amalgamated Pictures' profit of $106,900 for 1929-30 drops to a profit of $12,145 for the past financial year;

(*Continued on page 6*)

Mannon to Produce 8 For Indie Market

Al Mannon will make a series of eight features for the independent market in addition to the features and shorts he is to make under contract to Hollywood Pictures and Educational. Material for the pictures is now being sought with stars and directors to be selected later. Mannon leaves for the Coast Saturday to start work on the first of these.

Hoffberg, Mannon in Foreign Outlet Deal

J. J. Hoffberg has concluded negotiations with Al Mannon of Tec Art studios to distribute three American features and 26 Voice of Hollywood one-reelers in foreign countries except the United Kingdom. A Spanish feature, "El Augilo Y El Opal," is also included in the deal. Dick Pearl sailed yesterday for London to arrange for distribution of these subjects in England.

Check Second Man in Booth As Chi Union War Rages on

CHICAGO—Move of the operators' union to block the grand jury investigation into its activities by refusing to surrender union records to the state's attorney's office, on a court order, has resulted in a new line of attack by the latter. Meanwhile, Federal authorities are coming into the investigation.

Investigators are visiting projection rooms in theatres to check work actually done by the second man in the booth. Particular attention is being paid to non-union permit men. It is reported that some permit men drawing full pay were not even reporting for work.

Assistant State's Attorney Charles E. Lounsbury, who hoped to be able to present evidence of conspiracy

(*Continued on page 6*)

See Schulberg Victor in P. P. Studio Rivalry

Victory in the ancient rivalry between B. P. Schulberg and Walter Wanger of Paramount appears again to have gone to the former.

While Paramount has nothing to say about a shutdown of its Eastern plant in Astoria, reports around the studio insist that production will cease there on July 13 at which time all domestic production once more will be concentrated under Schulberg's management in Hollywood. Between

(*Continued on page 2*)

Frisch Seeks 4 More; Keeps Fox Managers

With 17 theatres now in the Brooklyn circuit, Louis Frisch is understood to be dickering for four more Fox houses in the same borough. All managers at the former Fox houses are being retained by the new operators.

Inspect 18 Theatres For Illegal Stages

Eighteen New York houses have already been checked up in the first move of the license department to preclude vaudeville performances in theatres not designed for that purpose. While operating licenses have not been revoked in these houses, the exhibitors have been warned to remove improvised stages in front of the screen.

British Quota Law Is Set Aside in Ontario

TORONTO—Because there are not enough British pictures to meet the specified five per cent of total presentations, the British quota law will not be enforced in Ontario. Manitoba authorities also have reached a similar decision.

Picture Classics Weisfeldt Venture

Within a few days after leaving Talking Picture Epics as head of distribution, M. J. Weisfeldt has completed organization of his own company, Picture Classics, Inc., which will produce and distribute novelty shorts. The new firm will make and distribute travel and scientific subjects, song films, travesties and pictures designed especially for kiddie patronage.

No definite program will be determined upon, the output to be gauged by the availability of suitable subjects,

(*Continued on page 6*)

Censors Refuse to Classify Pictures

PORTLAND — Robert M. Mount, manager of the Portland Better Business Bureau, was re-elected chairman of the municipal censor board.

The board filed a resolution by the subsequent-run houses that it classify pictures on the basis of those that were proper to show to adults only, those that are proper for general family shows and those that are suitable for children. The board held that the ordinance does not give it the power to make that distinction.

Special Agent Assigned As Labor Department Acts on Complaints

WASHINGTON — While Chicago operators have delayed or forestalled a Cook County grand jury investigation of its activities, the Federal government has stepped into the picture and will probe racketeering charges against the union.

The charges, made to the bureau of labor statistics at Washington, will be investigated by John Anker, special agent of the Department of Labor assigned exclusively to union investigations.

The state's attorney's office in Chicago, balked in attempt to secure immediate evidence against union officials by obtaining possession of records, now is gathering evidence for conspiracy indictments from other sources.

These include inspection of theatre

(*Continued on page 6*)

Manitoba Raising Age Limit to 16?

WINNIPEG—The Manitoba government has intimated that the age limit for minors attending presentations of pictures classed as "adult" films by the censors will be raised from 12 to 16 years. This means that exhibitors will not be able to sell children's tickets to minors under 16 years, although adult tickets will be available to all for so-called adult pictures, restriction being effected through the box office in this way.

79 No. New Jersey Theatres Now Dark

More theatres are reported closed in Northern New Jersey this year than ever before. The total of dark houses now is 79, a count shows. The territory has 315 theatres in all. This does not include southern New Jersey which is handled by Philadelphia exchanges. Many of these houses are closed permanently.

Baltimore Ready for Vote on Blue Laws

BALTIMORE—E. Lester Muller, president of the city council, has appointed six members of that body on a committee to draft ordinances to liberalize the Sunday blue laws for this city.

Three ordinances have been drafted

(*Continued on page 6*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 5, 1931 No. 5

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

A Honey

POKE after poke has been taken at gang pictures. Breakfast tete-a-tete and lounging robes have had pretty much their own way, too. The public has had more than its share of punk pictures. No news there.

But when one comes along that is clean, charming and wholesome, that *is* news.

"DADDY Long Legs" goes back to the Cinderella-type story. No weighty dramatic climaxes burden it down. Likewise you are never in doubt concerning the outcome. But Al Santell has supplied a sympathetic direction and an appreciative tempo that reflect themselves in their effect on your emotions.

Janet Gaynor is immensely appealing as the feminine lead. Nothing that she has done recently, it is our opinion, matches her work here. Daddy Long Legs is Warner Baxter. He, too, comes through with his best performance in more months than we can remember.

WE turn this editorial clearing house over completely to "Daddy Long Legs" this morning for three reasons:

First, because show business requires show pictures and this attraction is definitely that.

Second, because "Daddy Long Legs" demonstrates that simple stories, well done, make fine pictures.

Third, because it may convince producers, who think otherwise, that there is no substitute for wholesomeness.

KANN

Purely Personal

GORDON S. WHITE is receiving some back-slapping from company officials on the fine job he conceived and executed on Educational's annual announcement.

MR. AND MRS. WALTER WANGER, Monta Bell, Harry D'Arrast, Mr. and Mrs. A. C. Blumenthal, George Abbott, Richard F. Hoyt, Mr. and Mrs. Leland Heyward, Gertrude Lawrence, Beatrice Lillie, Tallulah Bankhead, Fannie Brice, Mr. and Mrs. Fredric March, George Gershwin, Gil Boag, George Jessel and Colleen Moore—all of them more or less connected with the business of motion pictures—were among the guests at that swank party thrown by Jules (Cartier) Glaenzer and his wife the other night at the St. Moritz.

HERMAN RIFKIN, president of Hollywood Films Corp., New England distributor of Mascot serials, is in New York conferring with Tom McConnell, Mascot general sales manager, and Charles Reed Jones, director of publicity. He's enthusiastic over bookings for "The Vanishing Legion," first of the four Mascot serials for the new season.

AL CHRISTIE is pepped up over the schedule lined up for the new season. He plans to spend several weeks in New York and will be joined here in a couple of weeks by brother Charles.

J. R. GRAINGER, Fox general sales manager, is getting some pleasant surprises as reports begin to roll in on the volume of business being hung up for Grainger Month, now under way.

SALESMAN HARRISON of the Salt Lake City Fox branch is reported to have sold 28.2 per cent of possibilities in the first two weeks of selling new season product.

MILT SILVER, of Universal, is a proud father, a daughter having been born Wednesday. The six-pound youngster has been christened Jeanne Ritchie Silver.

"Sweepstakes"

(RKO-Pathe)

HOLLYWOOD — A race track drama packing a punch and alternating between comedy and pathos is Eddie Quillan's "Sweepstakes." It is bound to please.

An enthusiastic audience thought enough of the picture at its preview to cheer its approval. The trials and tribulations of a jockey, his romance and a climax wherein he stages a comeback astride his old horse furnish a sure-fire plot. Quillan, Marian Nixon, James Gleason, Lew Cody and Paul Hurst compose the cast of capable name bets. Direction by Al Rogell is deft and satisfactory from start to finish.

Exhibitors can bank on doing good business with this one.

WILLIAM A. JOHNSTON

JERRY SAFRON, eastern sales manager for Radio Pictures, is at Jacksonville, Fla., presiding at a meeting of southern exchange managers and salesmen.

MARY AND DOUG completed their trip from Chicago by plane to Los Angeles. Their early morning arrival in Chicago resulted in apathetic press notices.

MIRIAM HOPKINS, Paramount player, leaves for the Coast today to start work on her next picture.

GLORIA SWANSON and Gertrude Lawrence are to be aboard the Ile de France when it sails tonight for Plymouth.

SAM LEFKO has resigned from the RKO Pathe sales force in Philadelphia.

Film Stocks Advance; E. K. Jumps 8½

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4¾	4⅜	4⅜	+ ⅜	300
Consolidated Film Industries pfd	12¾	12⅜	12⅜	+ ⅜	300
Eastman Kodak	133	125⅝	132¼	+8½	20,300
Fox Film "A"	16¾	15⅜	16⅝	+ ⅞	25,400
General Theatre Equipment new	4¼	3¾	4	+ ⅛	9,600
Loew's, Inc.	41¼	39	40½	+ ⅜	17,800
Loew's, Inc., pfd	87½	87½	87½	+2½	100
Paramount Publix	24	22¼	24	+1½	15,600
Pathe Exchange	1½	1⅛	1½	+ ⅜	800
Pathe Exchange "A"	3⅞	3½	3⅞	+ ¼	600
RKO	13⅞	12⅝	13¾	+1	33,500
Warner Bros.	7⅜	6¾	7	— ¼	19,100
Warner Bros. pfd	19	17	19	+1¼	500

Technicolor Gains 2 on Active Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2¾	2½	2¾	+ ¼	1,400
General Theatre Equipment pfd	6¼	5¼	5⅞	+ ¼	2,000
Sentry Safety Control	1⅛	1⅛	1⅛	+ ⅛	100
Technicolor	7⅞	6	7½	+2	2,700
Trans Lux	6½	6	6¼	+ ⅛	700

Bonds Slightly Irregular; Keith Off 12

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29¾	28½	29¾	+2¼	12
Keith B. F. 6s '46	62	62	62	—12	1
Loew's 6s '41 ex war	96	95⅝	95¾	.....	7
Paramount Broadway 5½s '51	101	100½	101	.....	4
Paramount F. L. 6s '47	80	79	80	+2	5
Paramount Publix 5½s, '50	72	69½	71½	+1⅝	2
Pathe 7s '37 ww	82	80¼	82	+2	15
Warner Bros. 6s '39 wd	39¾	37¼	38	.....	22

See Schulberg Victory in P.P. Studio Rivalry

(*Continued from page 1*)

now and then, Wanger's post with the company as general manager of production is reported slated for important developments.

Persistent is the story that Wanger is out, although efforts to either confirm or deny yesterday came a cropper at Paramount. All that Wanger would say, when reached, was that he was still on the job.

Times Square reports had it that the Long Island plant would close at once if Tallulah Bankhead could be persuaded to finish the remainder of her contract in Hollywood. It is reported she refuses to go West, holding to the terms of her agreement which are said to provide that she makes her pictures in New York. The July folding date has been fixed, it is understood, because current plans for her will be completed by that time.

Blofson and Hanower Quit Tiffany Posts

Tiffany branch managers in New York and Washington have resigned. Dave Rosengarten succeeds Al Blofson in the New York post and will work under Arthur Greenblatt, Educational manager. Irving Hanower has been replaced at the Washington exchange by Harry Brown, who has been transferred from the Philadelphia exchange. Brown was formerly in charge of the Washington office before being switched to Philadelphia.

Sell "Viking" Rights In New York, Jersey

J. D. Williams and Associates have sold New Jersey and New York rights, including Buffalo and Albany, on "the Viking" to Harry Thomas, of First Division Pictures. Other territories closed thus far on the Frissell arctic film include New England, Philadelphia and Washington.

Joseph Farnham Is Dead from Attack

HOLLYWOOD—Joseph Farnham, veteran M-G-M title writer, is dead at his Beverly Hills home from heart trouble. He was 47 years old. He titled "The Big Parade." His widow survives.

Named RKO Bond Trust

The Bank of America National Association has been appointed trustee of $3,870,000 principal amount Radio Keith Orpheum Corp. 6 per cent gold notes due serially from January 1, 1932 to 1936.

Brilant at Columbia

Arthur M. Brilant is now handling trade paper advertising copy at Columbia, under Al Selig.

Keeps R. & R. Staff

HOLLYWOOD—Harold B. Franklin will keep the Robb & Rowley staff intact, he says.

UNIVERSAL MARCHES ON!

(No. 630 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

THE WHOLE TRADE KNOWS THAT UNIVERSAL TURNED ITS PRODUCTION POLICY upside down last year and made good at it!

IN THE HISTORY OF THE MOTION PICTURE BUSINESS THERE NEVER HAS BEEN such a revolutionary effort which met with such surprising success.

EXHIBITORS ADMIT WITH THE UTMOST FRANKNESS THAT THEY MADE MORE money on Universal's 1930-1931 list of pictures than on those of any other producing company.

MANY OF THEM ARE SO DELIGHTED WITH THE PROFITABLE RESULTS THAT they are voluntarily offering testimonials of success with Universal product—even before they sign up again for the 1931-1932 list!

AND UNIVERSAL MARCHES ON!

OUR NEXT LIST SHOWS ON ITS VERY FACE THAT IT WILL SURPASS EVEN THE success of the current line-up.

THE BEST AND FINEST THEATRES IN THE WORLD HAVE FOUND IN COUNTLESS instances that their very biggest profits were made on Universal pictures. They are eager for more of the same kind.

BUT WE ARE GOING TO GIVE THEM SOMETHING EVEN BETTER!

THE SMARTEST, LIVEST AND MOST SHOWMANLIKE BRAINS IN THE PRODUCING business are concentrating on stories, directors and casts for the new Universals.

ON THIS PAGE YOU WILL SEE SOME OF THE FIRST FRUIT OF THIS SEARCH for material.

I AM SATISFIED WITH THEM! BUT I AM STILL SCOURING THE MARKET FOR anything new that comes out, and if I substitute for any picture in this list it will be only because I have found something better to deliver than I agree to deliver.

UNIVERSAL MARCHES ON—AND EVERY EXHIBITOR WHO SIGNS UP WITH THE new Universal marches on with us to the road back to prosperity!

BACK STREET

★ The whole world is throbbing to see Fannie Hurst's greatest novel on the screen . . now a best seller everywhere! Starring **Rose Hobart.** Directed by John Stahl. ★ ★ ★ ★

WATERLOO BRIDGE

★ Robert E. Sherwood's sensational stage play, with Kent Douglas, Mae Clark, Bette Davis, Enid Bennett and Doris Lloyd. Directed by James Whale, who gave you "Journey's End."

IMPATIENT MAIDEN

★ Written by Donald Henderson Clarke, author of "Millie" and "Louis Beretti". Starring **Sidney Fox.** Directed by Cyril Gardner.

LEW AYRES in MAN HUNT

★ What more can you ask than the star who appeals to everybody . . . in a story just crying to be filmed. Directed by William Wyler. From Bret Harte's "Outcasts of Poker Flat." ★ ★ ★

NICE WOMEN

★ Screened with all the laughs and thrills that kept the audiences flocking to New York's Fulton Theatre for months . . . The story of a modern girl's battle to get her man. ★ ★ ★

THE SPIRIT OF NOTRE DAME

★ Dedicated to the incomparable **Knute Rockne.** Starring **Lew Ayres.** By special arrangement with Christy Walsh. ★ ★ ★

BARBARY COAST

★ Played against the glamorous, romantic, sensational background, where men kill for a smile, and die for a kiss. ★ ★ ★ ★

COHENS & KELLYS IN HOLLYWOOD

★ **George Sidney** and **Charlie Murray** home at last! . . . making the loughs where the laughs grow thickest. ★ ★ ★

HOMICIDE SQUAD

★ Thrilling as the sound of a police siren . . . the untold story of the heroes of the law . . . for the first time in motion pictures! ★ ★ ★

EAGLES

★ Starring **Lew Ayres,** the wistful Paul Baumer of "All Quiet on the Western Front," in which the idol of the millions dons a uniform again ★ ★ ★

MURDERS IN THE RUE MORGUE

★ Companion piece to "Dracula" and "Frankenstein"... From Edgar Allen Poe's hair-raising story read by countless millions in a class by itself for a hundred years! ★ ★

A LADY OF RESOURCE

★ Arthur Samers Roche wrote this sensational story about the Queen of the Bootleggers . . serialized in Collier's Magazine... now hitting the best-seller records. Starring **Rose Hobart.** Directed by Edward Laemmle. ★ ★

FRANKENSTEIN

★ The story that has thrilled the world for years . . . surpassing even "Dracula." Starring **Bela Lugosi** (Dracula Himself). Adapted by John L. Balderston, from the play by Peggy Webling.

EAST OF BORNEO

★ Unparalleled drama of thrilling eye-to-eye experiences in terrible tropic jungles. Starring **Charles Bickford, Rose Hobart** and **Lupita Tovar.** Directed by George Melford.

LASCA OF THE RIO GRANDE

★ 10,000 frenzied cattle thunder over the plains . . . while bad men . . . bold men . . . fight for Lasca, Queen of the Rio Grande. Starring **Leo Carillo,** Dorothy Burgess, John Mack Brown, Slim Summerville, Frank Campeau. Directed by Eddie Laemmle

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★ Wadsworth Camp's greatest story . . . crammed with action, thrills, and two-fisted, red-blooded melodrama! Starring **Rose Hobart.** ★ ★

THE GREAT AIR ROBBERY

★ A thrill a minute... 20,000 feet above the earth . . daring, devil-may-care freebooters of the air make Jesse James and Captain Kidd turn over in their graves! ★ ★ ★ ★

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★ **Lew Ayres,** Slim Summerville, Anita Louise, Harry Beresford and others, directed by Russell Mack, in a greater story than "Seventh Heaven." ★ ★

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Here are two reviews, every word, from the first two openings

"THE VIKING" AT PARK

Stirring Adven

Life of Sealers Depicted in Film Made With Fleet in Ice Floes

By HARLEIGH SCHULTZ

In the realm wherein were cradled the great sagas of literature, Varick Frissell fashioned a saga of the screen. Against a background of Arctic blast and icy seas, he painted a stirring drama of adventure, and peril, and love. He died in the perfection of his task, a victim of the very dangers he so vividly portrayed. Now comes his posthumous reward in the merit of his film, "The Viking," at the Park, being shown for the first time.

"The Viking" is a rare picture, and rich in rare thrills. Its realism has an amazing and deep appeal; so has its love story, simple and sweet; so have its sequences on the snows of Newfoundland, and upon the ill-fated steamer Viking, and upon the "pan" floes off the Labrador coast. This is the epic of the men of the sealing fleet and their derring-do as they "go down to the sea in ships to do business upon the great waters." The Frissell eye caught the whole sweep of the lives of these island men, and he has left a remarkable memorial, in the lights and shadows of the master effort. He supervised a noteworthy picture, a real contribution, not only because of deft direction and expert photography, but because, like the Icelandic pioneers of a thousand years ago, it has struck out along a new path and has brought vigor and freshness to the silver sheet that are of outstanding value.

The Cast

Luke ..... Charles Starrett
Mary ..... Louise Huntington
Jed ..... Arthur Vinton

Producers
Varick Frissell and Roy Gates
Director ..... George Melford

Gripping Scenes in Ice Fields

This is the magic of nature, the majesty of mighty forces, the tense grip of the Ice King's power. The picture has no need of Sir Wilfred Grenfell's guarantee of authenticity of these settings of swirling white storms, of berg, of ocean frosted like a huge cake; of the sealing ship crunching her way along with a frozen "bone in her teeth"; of black specks of humanity skipping on these teeterboards of death; of all these and many other sights and sounds that defy the Holywood touch, and keep the attention taut by their innate drama and genuineness. The love theme is unaffectedly and convincingly enacted. Mary Joe, played by Louise Huntington, is in love with Luke (Charles Starrett) and is wanted by Jed, who will stoop to crime to win his end. The men sail aboard the Viking on a sealing trip; and are lost. Jed, after trying to slay his rival, is blinded by the ice glare; he is saved by his intended victim. Again, and again, and again, the plot develops its punch. The actors are satisfactory; but classier even is Capt. Robert Bartlett, famous Arctic skipper, who adds a glorious he-man, sea-dog touch to the film.

* * *

Interesting is all this; there is an unusual extra thrill. And it is given by a couple of seals—Ketik, so we may call this baby white chappie, and his mother. In the queer appearance of this little fellow is humor; but in his frantic cries for help, in his mother's rescue of him, lies deep moving pathos. The incident is a highlight of a naturally highlighted motion picture.

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Chestnut Presents 'The Viking,' Film Of Frozen North

Authentic Picture of Life Among Seal Hunters Holds Interest

"The Viking," film of the North which opens its run at the Chestnut, presents itself in two ways. It may be viewed merely as cinema entertainment and it may be viewed as a document of the cruel North which brought a cruel end to its producer.

As cinema entertainment it is of high quality. One can never tire of films that give such honest portrayal of strange parts of the globe.

Beginning with an introduction by Sir Wilfred Grenfell, it plunges into the story proper. Quickly establishing a slight love interest which serves to hold the picture together in sequence, it takes the audience on a seal-fishing expedition from St. Johns. The girl is left behind on the dock, the two actors portraying hero and villain wave a good-by, the signal guns boom and the ship sails away on a search for the seal herds coming down the coast of Labrador.

One sees depicted the usual routine of the hardy men who live in that bleak country. With the ship fast they go overboard, blasting a way through the ice, sometimes manning the ropes and aiding the engines with human power. Finally come the seal herds. The camera shows the gangs going over the surging ice pans. The glint of the dull sun on the bergs and floes is portrayed. The catch is rounded up. The villain gets in the villainy called for in the story. The young hero justifies drama by saving the life of the man who plotted against his.

That is the entertainment feature. One cannot leave the picture without telling of the other side, however—mentioning the causes underlying the production. Several years ago a young Yale man, Varick Frissell, came in contact with Sir Wilfred Grenfell and his mission in the North. He became so impressed with the hardihood of the people, the stern fight for existence in the bleak country, the way they wrested a living from the land, that he felt a necessity for recording their—to us—picturesque life. He decided to make a film.

There were years of work that followed. Money was raised among friends, scenario written to provide box-office attraction, actors hired and taken north, a ship chartered. Finally the film was made—a record of the dying seal-fishing industry.

The rest of the story the world knows. Frissell returned North for "just a few more shots." Newspaper headlines told of his tragic end—of the explosion aboard the Viking that took two dozen lives.

In viewing the picture one remembers this stern reality underlying the production. While there has been—most wisely—little attempt to make the tragic explosion a box-office ballyhoo, one feels the nearness of the sad occurrence. One cannot see the vessel used in the film story without remembering that it was the same Viking which later was shattered among the ice. One cannot hear the moaning of the Arctic winds caught by the sound cameras without thinking of the struggle of the survivors through that bleakness to the land.

But taken as a document or a pure film entertainment, "The Viking" holds out great interest. The actors, Charles Starrett, Arthur Vinton—now in town with "On the Spot"—and Louise Huntington, act easily and well. One always returns to reality even here, though. The better actors are the real seal hunters who walk unnamed and unknown before the camera. And the man who "steals the show"—for this onlooker, at least—is Captain Bob Bartlett, the Newfoundland skipper who went North with Peary, and who piloted the Viking on its voyages among the ice. Portraying "Captain Bob Barker," this bleak-faced Newfoundlander gives perfect cinema acting—that is, he achieves success by not acting at all. To hear him yelling to his unseen engineer for more steam is a treat for senses that are weary of synthetic hardboiled qualities.

The picture is to be recommended for all those who like cinema free from the touch of the arc lights.

ERIC M. KNIGHT.

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Check Second Man in Booth In Chicago

(*Continued from page* 1)

against union officials to the grand jury this week, was obligated to change tactics pending hearing of charges of contempt of court against Tom Reynolds, president of the union. The hearing has been set for today before Chief Justice McGoorty of the Criminal Court.

Michael Ahearn, attorney for the union, and identified as one of Chicago's outstanding criminal attorneys, stated that if Reynolds was found guilty of contempt of court, the case would be fought through the Supreme Court and would be made a test of the validity of the subpoena *duces tecum* order, of which Reynolds stands in contempt.

This procedure will delay grand jury indictments of union officials indefinitely, inasmuch as pending its settlement the union's records can be withheld from the state's attorney and it was from these records that Prosecutor Lounsbury hoped to obtain the bulk of his evidence against the union.

The union's records were seized in a raid on union headquarters by investigators for the racket bureau late last week, but were returned on a writ of replevin obtained by Attorney Ahearn. Assistant State's Attorney Lounsbury, however, immediately secured a subpoena *duces tecum* from Chief Justice McGoorty ordering the surrender of the records on Wednesday morning. Attorneys for the union appeared at that time with a motion to quash the subpoena, and when this motion was denied by Chief Justice McGoorty, the union refused to surrender its records and the contempt of court action was instituted.

Action against the union was inagurated by 150 independent theatre owners who charged that the union's demands were forcing one hundred theatres to close here for the summer, and would eventually result in putting them out of business.

Prosecutor Lounsbury hoped to prove by admission of the union's records as evidence that inexperienced, non-union men were placed in sound booths here on special permits from union officials, and that ten per cent of the salaries of these men was used by the union for racketeering purposes. The *Chicago Herald & Examiner* charged this week that part of the fund obtained from this source was used for the defense of Danny Stanton, notorious Chicago gangster, when he was tried for the murder last summer of Jack Zuta, North Side gang leader and vice-monger.

Picture Classics Weisfeldt Venture

(*Continued from page* 1)

Weisfeldt says. Recording in various languages is planned and a number of the subjects will be filmed in color. Weisfeldt, a veteran of distribution and production, sponsored the road-showing and regular distribution of "Simba." In addition, he directed recording of a number of other travel films and novelties. With Frank R. Wilson he organized Talking Picture Epics.

Off the Record

Ampathetically Speaking

NOT the heat, the humidity, nor the veal cutlets which the Dixie Hotel grill hands out could keep a banner crop of Ampa-ites from their regular luncheon meeting yesterday. They gathered around like flies over an open jar of honey.

●

The pieces de resistance were Gilda Gray, who, as Mike Simmons commented, got her first dance instruction from the label on a medicine bottle; Gary Cooper, Paramount's two gun man, and Ethel Norris, ingenue of "Crazy Quilt."

●

Gary remarked that he had just come from a projection room showing of his latest picture, and gave that as his reason for being emotionally inhibited. However, the boys and, for that matter, the argus-eyed bevy of girls present, didn't seem to notice that about Gary at all. They took to him like the Strand takes to gang pictures.

●

Prexy Simmons then helped his fraternity brothers out with some bibliography on Gilda Gray. He said:

"I owe a great debt to Gilda Gray. She it was who introduced me to the comfort and economy of celluloid collars. My penchant for celluloid collars dates back to the time I first saw Gilda dance. At that time she had just introduced muscular hygiene into the gentle art of terpsichore, and I took it big. So big, in fact, that at every performance my collar would wilt.

●

"Seeing Gilda dance became a great expense to me. I explained my plight to her. She advised me to give up seeing her dance. I told her I preferred giving up collars. With rare wisdom she finally solved the problem by presenting me with a box of celluloid collars. That helped considerably, though my shirt bill continued high."

●

Prexy adjusted his monocle, and then went on:

"Pschologists who have studied Miss Gray's dancing have called her a child of nature. But they're dead wrong. When Gilda gets into action with her limbs and a coat of tan, she makes nature seem like a child!"

●

Later, Mike pleaded with the boys to send in their golf scores—that is, those who shoot under 85. The boys are girding their loins for the forthcoming tilt with the Motion Picture Club at the Fenimore Country Club.

●

AMPA, too, is donating a mustache cup for the worst golfer with the best mustache, and Prexy announced he had picked up a rare item at an antiquarie's, in the shape of a *French* mustache cup.

●

"This cup," exhorted Prexy, "is the same on which Louis XVI kept many a stiff upper lip during the French Revolution. Of course when Looie was guillotined he had no more use for it, and that's how we come to have it. It will be a fitting reward for that chap who thinks he's driving when in reality he's only guillotining his shots."

●

Others who were introduced were: Regina Crewe, of the *New York American*; Julia Shawell, of the *Evening Graphic;* Herb Cruikshank, of fan mag writing fame; Mrs. Victor Watson, wife of the vice-president of the Hearst Publications, and Jeannette Sauer.

Baltimore Ready for Vote on Blue Laws

(*Continued from page* 1)

by Dr. Horace E. Flack, head of the bureau of legislative reference, and Jerome Sloman, chairman of the council's committee.

Sunday sales, athletic games and Sunday pictures would be separate and distinct, according to the plan of the three ordinances and a referendum would be on each rather than on all of them together.

After 2 P. M. Sundays, pictures and concerts would be permitted with extra license fees for the Sunday shows amounting to $20 for theatres seating less than 200 and $70 for all over 1,000 seats. This, according to the proposed part, dealing with Sunday movies.

Pichel Assigned

HOLLYWOOD—Irving Pichel will play the title role in Paramount's "The Man with Red Hair."

Fox in Drive to Boost Sale of Accessories

Fox is awarding a $10 prize weekly to ad sales managers who show the greatest increase done as compared to the corresponding week last year. Ad Salesman Corbett of the St. John exchange won the first prize.

Tom Patricola in Educational Series

HOLLYWOOD—Tom Patricola has signed for a series of Educational two-reelers.

Soviet Boosts Tax

Moscow—A decree raising all taxes on amusements, including pictures, from 10 to 80 per cent., has been issued by the Central Executive Committee. No explanation was given of the move.

Chi Operators Facing Probe By the U. S.

(*Continued from page* 1)

booths to determine just what work is done by the operators and whether the two-men insisted upon by the union as a minimum booth requirement is essential.

This new line of the state's attorney's attack, it is understood, will be supplemented by the government investigator, who will conduct a thorough investigation into union activities in Chicago.

Union Claims Court Gives Picket Right

Operators' union Local 306 stated yesterday it had started picketing all houses owned or operated by Lee Ochs in accordance with terms of an injunction granted by Judge Johnson in Special Term, Part I of the Supreme Court in Brooklyn. Previously, said the union, pickets had been maintained only at the Manhattan, Mosholu, U. S. Ogden, Tuxedo and Kingsbridge.

The union last night issued a lengthy statement outlining a number of cases involving difficulties with various New York houses which it claims to have won.

$56,673,863 Two-Day Gain in 6 Stocks

(*Continued from page* 1)

gaining more than ten points in the two sessions for an upswing of more than $23,000,000 in market value. Paramount appreciated $12,000,000. Other gains were: Fox, $6,367,347; RKO, $5,820,625; Warners, $4,709,-487; Loew's, $4,476,464. At the close Thursday, the market value of these stocks was $530,305,551 compared with low of $420,493,318.

Australia Firms Hit by Depression

(*Continued from page* 1)

Greater J. D. Williams' profit of $140,725 for 1929-30 becomes a surplus of $12,285; and Union Theatres' Investments, Ltd., drops from a profit of $23,849 for 1929-30 to a profit of $15,886 for 1930-31.

Added to that are Hoyts' surplus of $404,000 for 1929-30 shrinking to a loss of $50,490 for the last six months of 1930; and J. C. Williamson's 1928-29 profit of $254,020 dropping to a deficit of $92,515 for 1929-30.

The disclosures show, therefore, that within two years these five concerns have suffered losses amounting to well over a million dollars, with future prospects not looking as bright as they did 12 months ago. Something's bound to crack.

"Dover Road" for Brook

HOLLYWOOD—Paramount is to make "The Dover Road" with Clive Brook, starting in September.

In "U" Cast

UNIVERSAL CITY—Leo Carrillo, Mary Brian and Noah Beery are at Universal for "The Homicide Squad," which has gone into production.

Dual Feature Bill Is Top In Prov.

PROVIDENCE — Edward M. Fay's move in spotting double feature shows at the Majestic proved profitable last week when "The Finger Points" and "Misbehaving Ladies" rated well enough to gross the week's leading figure, $13,500. Loew's State, with "Daybreak," did around $15,000 but was proportionately lower.

The RKO Albee found "Donovan's Kid" fair at $8,000 and the RKO Victory hit only $3,500 with "Drums of "Jeopardy." "Gentleman's Fate," an MGM feature at the Paramount, also failed to click, garnering less than $7,000. A spell of hot weather is largely responsible for the slump in grosses, exhibitors contend.

Estimated takings for the week ending May 29:

"DAYBREAK" (M-G-M)
LOEW'S STATE—(3,800), 10c-50c, 7 days. **Gross:** $15,000. (Average, $18,000.)

"THE FINGER POINTS" (F. N.)
"MISBEHAVING LADIES" (F. N.)
MAJESTIC—(2,400), 10c-50c, 7 days. **Gross:** $13,500. (Average, $10,000.)

GENTLEMEN'S FATE" (M-G-M)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,900. (Average, $10,000.)

"DONOVAN'S KID" (Radio)
RKO ALBEE—(2,300), 10c-50c, 7 days. **Gross:** $8,000. (Average, $9,000.)

"DRUMS OF JEOPARDY" (Tiff.)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $3,500. (Average, $6,500.)

Slight Edge To 'Daybreak' Houston Run

HOUSTON—Honors were more than even last week in box office performances and business a whole lot better than the preceding four weeks. Ramon Novarro brought Loew's State to $11,500 and the lead spot. John Barrymore broke even at the Kirby. A mystery story helped at the Majestic. Tallulah Bankhead trailed at the Metropolitan getting only $9,000.

Estimated takings for the week ending May 28:

"SVENGALI" (Warners)
KIRBY—(1,645), 25c-35c-50c. 7 days. **Gross:** $9,000. (Average, $9,000.)

"DAYBREAK" (M-G-M)
LOEW'S STATE—(2,700), 25c-40c-60c. 7 days. Vaude revue. **Gross:** $11,500. (Average. $11,000.)

"SUBWAY EXPRESS" (Col.)
MAJESTIC—(2,250), 25c-35c-50c-60c. 7 days. RKO vaude. **Gross:** $10,500. (Average, $11,000.)

"TARNISHED LADY" (Para.)
METROPOLITAN—(2,512), 25c-40c-60c, 7 days. Publix stage show; local chorus. **Gross:** $9,000. (Average, $11,000.)

Price War in Brainerd Minn. Is Continued

BRAINERD, Minn.—Basing its stand on alleged action of Jake Gruesnermin erecting a theatre here for the sole reason of selling it to the circuit, Publix is determined to carry out its price war here. The circuit dropped to 25 cents top when Gruesner opened his house. The latter denies he built the house to sell it to Publix.

"Prodigal" in Lead in Poor Seattle Week

SEATTLE—Business generally was quiet despite the recent closing of the Fox and Blue Mouse. Warm weather had the usual bad effect upon grosses. Paramount was high with "The Prodigal" plus a stage show headed by Stepin Fetchit with a take of $12,000. "The Public Enemy" at $7,500 was average at the Music Box. "Tarnished Lady" was disappointing $11,000 at the Fox Fifth Avenue and so good for but one week. The new first run policy at the Coliseum apparently will click.

Estimated takings for the week ending May 29:

"MR. LEMON OF ORANGE" (Fox)
FOX COLISEUM—(1,750), 25c-35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000.)

"TARNISHED LADY" (Para.)
FOX FIFTH AVENUE—(2,650), 25c-35c-50c-75c, 7 days. Owen Sweeten's Band, farewell week. **Gross:** $11,000. (Average, $12,000.)

"THE PRODIGAL" (M-G-M)
FOX PARAMOUNT — (3,150), 25c-35c-50c-75c, 7 days. Fanchon & Marco stage revue. Stepin Fetchit in person. **Gross:** $12,000. (Average, $13,500.)

"THE AVENGER" (Col.)
LIBERTY—(2,000), 15c-30c, 6 days. **Gross:** $5,500. (Average, $7,500.)

"THE PUBLIC ENEMY" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. Band. **Gross:** $7,500. (Average, $7,500.)

"BACHELOR APARTMENT" (Radio)
RKO ORPHEUM—(2,650), 25c-35c-50c-75c, 7 days. RKO vaudeville headlined by Charles Foy. **Gross:** $12,000. (Average, $13,-500.)

'Trader's' 18 G's Wins Top In Cleveland

CLEVELAND—A touch of summer and two legit stock companies split entertainment takings last week resulting in just fair averages for films. "Trader Horn" in its pop. price run was satisfactory at $18,000, "Svengali," "Hell Bound" and "Gentlemen's Fate" were average. The others slipped.

Estimated takings for the week ending May 29:

"YOUNG SINNERS" (Fox)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $16,000. (Average, $18,000.)

"GENTLEMAN'S FATE" (M-G-M)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $5,000. (Average, $4,000.)

"HELL BOUND" (Tiff.)
RKO HIPPODROME—(2,800), 25c-75c, 7 days. **Gross:** $15,000. (Average, $15,000.)

"THE GOOD BAD GIRL" (Col.)
RKO PALACE—(3,100), 7 days. **Gross:** $21,500. Vaudeville. (Average, $23,000.)

"SIX CYLINDER LOVE" (Fox)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $18,000. (Average, $20,000.)

"TRADER HORN" (M-G-M)
STILLMAN—(1,900), 40c-75c, 7 days. **Gross:** $18,000. (Average, $15,000.)

"SVENGALI" (Warners)
WARNERS' LAKE—(800), 40c-60c, 7 days. **Gross:** $7,500. (Average, $5,000.)

On Summer Schedule

HAMILTON, O.—Reduced summer schedule of prices has been inaugurated at the new Paramount, the revised scale being 25 cents for matinees, with 40 cents for main floor and 25 cents for balcony evenings. Sundays and holidays. Children, 10 cents any time. The balcony is closed during the afternoons.

Ballyhoo

London—Fox is advertising British Movietone News as "the equal in camera strength and in gross business of all other newsreel producers combined."

"Strangers" in Second Week In Milwaukee

MILWAUKEE—No outstanding business was done by any house on the street here last week. "The Millionaire" and "Strangers May Kiss" were held over for average second week at the Garden and Strand respectively.

Estimated takings for the week ending May 29:

"A TAILOR MADE MAN" (M-G-M)
ALHAMBRA—(2,660), 25c-35c-50c-60c. 7 days. **Gross:** $8,500. (Average, $8,000.)

"THE MILLIONAIRE" (Warners)
GARDEN—(1,150), 25c-35c-50c-60c (2nd week), 7 days. **Gross:** $10,000. (Average, $10,000.)

"MR. LEMON OF ORANGE" (Fox)
MAJESTIC — (1,900), 15c-25-50, 7 days. **Gross:** $8,000. (Average, $7,500)

"YOUNG DONOVAN'S KID" (Radio)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $9,500. (Average, $9,800.)

"LAUGH AND GET RICH" (Radio)
RIVERSIDE—(2,180), 25c-35c-50c-60c. 7 days. Vaude. **Gross:** $15,000. (Average, $13,500.)

"STRANGERS MAY KISS' (M-G-M)
STRAND — (1,406), 25c-35c-50-60. 2nd week), 7 days. **Gross:** $7,000. (Average, $6,500.)

"PARTY HUSBAND" (F. N.)
WARNER —(2,500), 25c-35c-50c-60c. 7 days. **Gross:** $13,500.

"YOUNG SINNERS" (Fox)
WISCONSIN—(3,275), 25c-35c-50c-65c. 7 days. Fanchon & Marco Idea. **Gross:** $14,500. (Average, $13,000.)

"Secret Six," 'Seed' Leaders In Des Moines

DES MOINES—With the weather cold and wet, "The Secret Six" at $10,000 did exceptionally well at the Des Moines. The Paramount played three pictures in a week in order to advance to a Sunday opening to compete with return of RKO vaude at the Orpheum, which was playing "Seed" without any stage bill. The latter feature got $9,000, the house average, despite the lack of a stage show.

Estimated takings for the week ending May 29:

"SECRET SIX" (M-G-M)
DES MOINES—(1,600), 25c-35c-60c. 7 days. **Gross:** $10,000. (Average, $7,000.)

"SEED" (Univ.)
ORPHEUM—(2,000), 25c-35c-40c. 7 days. **Gross:** $9,000. (Average, $9,000.)

"SIX CYLINDER LOVE" (Fox)
PARAMOUNT—(1,700), 25c-35c-60c, 2 days. RKO vaude. **Gross:** $2,000.

"TARNISHED LADY" (Para.)
PARAMOUNT—(1,700), 25c-35c-60c, 2 days. RKO vaude. **Gross:** $6,000.

"FINGER POINTS" (F. N.)
PARAMOUNT—(1,700), 25c-35c-60c, 2 days. **Gross:** $5,000. (Average, $12,000.)

"DUDE RANCH" (Para.)
STRAND—(1,100), 20c-30c, 4 days. **Gross:** $1,700. (Average, $1,700.)

"MAKING GOOD" (Warners)
STRAND—(1,100), 20c-30c, 3 days. **Gross:** $700. (Average, $700.)

Cooling Plant Star Draw for Chi First Runs

CHICAGO—Cooling plants went into operation in mid-week for the first time this year and were probably as great a draw for the sweltering pavement-pounders as any theatre program in the Loop. Old Lady Nature also favored box offices at the end of the week when she washed out picnic and motoring plans with an all-day rainfall on Memorial Day. The result was that the outdoor enthusiasts turned to the theatre for their holiday entertainment, and the advanced prices, effective that day, succeeded in swelling grosses nominally.

"Secret Six," aided by lavish display space in the Hearst papers, held to a good second week at "McVickers with $28,425. "Front Page" finished a pretty three weeks' run with $14,250 for the last week at United Artists. This is the last United Artists picture available for the house until the first of the new season's product comes in about Sept. 1. The theatre, until then, will play miscellaneous product, with Fox's "Women of All Nations" starting off the open season.

"Seed" showed considerable strength in overcoming the apathy of the Chicago film-going public for the State-Lake. It's first week drew down a nice $28,500. "Svengali" finished an unimpressive two weeks at the Roosevelt with $11,175 for the last seven days. "Tabu" (Paramount) replaced, and opened with indications of strength. Other run houses were nominal. Stage attractions returned dividends at both the Oriental and Palace. "God's Gift to Women" replaced "The Finger Points" at the Orpheum and will do about $3,400 on the week ending June 3.

Week ending May 27:
"THE FINGER POINTS" (F. N.)
ORPHEUM—(665), 35c-50c-75c, 2nd week, 7 days. **Gross:** $3,260. (Average, $3,200.)

Week ending May 28:
"SEED" (Univ.)
STATE - LAKE—(2,776), 35c-50c-75c-85c. **Gross:** $28,500. (Average, $30,200.)

Week ending May 29:
"THE SPY" (Fox)
CASTLE—(299), 40c-60c, 6 days. **Gross:** $2,980. (Average, $3,500.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
CHICAGO—(4,000), 35c-50c-85c, 7 days. Publix stage unit. **Gross:** $37,250. (Average, $46,000.)

"BIG BUSINESS GIRL" (Warners)
ORIENTAL—(3,940), 35c-50c-85c, 7 days. Publix stage unit with Jean Harlow. **Gross:** $32,400. (Average, $36,500.)

"SVENGALI" (Warners)
ROOSEVELT—(1,591), 35c-50c-85c, 2nd week. **Gross:** $11,175. (Average, $23,200.)

"FRONT PAGE" (U. A.)
UNITED ARTISTS—(1,700), 35c-50c-85c, 3rd week. **Gross:** $14,250. (Average, $24,600.)

Week ending May 30:
"SUBWAY EXPRESS" (Col.)
PALACE—(2,509), 35c-50c-75c-85c. 7 days. Five acts RKO vaudeville with Leatrice Joy and Smith & Dale. **Gross:** $23,725. (Average, $24,000.)

Week ending June 1:
"THE SECRET SIX" (M-G-M)
McVICKERS — (2,284), 35c-50c-85c, 2nd week. **Gross:** $28,425. (Average, $28,500.)

Week ending June 2.
"WOMEN MEN MARRY" (State Rights)
WOODS—(1,166), 35c-50c-75c-85c, 1st week. **Gross:** $5,375. (Average, $12,000.)

Kutinsky Gets Fourth

Harry Kutinsky has acquired his fourth Brooklyn theatre with acquisition of the Lee.

DADDY LONG LEGS

had its world premiere

at the CARTHAY CIRCLE, LOS ANGELES, and

"A world of sweetness rolled like floating summer breezes across the silver screen"

to use the words of Jimmy Starr, motion picture editor of the *Los Angeles Express.*

"Here is a picture without a gangster in it. Here is a movie without obvious villains, a nice relief from the sordid realism of underworld stuff"

exclaims Eleanor Barnes in *the Illustrated Daily News.*

with

JANET GAYNOR

WARNER BAXTER

UNA MERKEL • **John Arledge**

Claude Gillingwater, Sr. • **Kathlyn Williams**

From play by **JEAN WEBSTER** *Directed by* **ALFRED SANTELL**

ROXY

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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 6 NEW YORK, SATURDAY, JUNE 6, 1931 TEN CENTS

Mary and Doug Will Appear in 1931 Pictures

Fairbanks Set on Film, But Pickford Isn't

Both Douglas Fairbanks and Mary Pickford will have pictures for release during the coming season.

Doug's will be a record of his travels in the wild meat belt of the Orient. Mary's has not been decided on yet, but she is now in search of a story.

"It's going to have plenty of good, wholesome comedy," she says. "But,

(*Continued on page 2*)

U. A.-Duffy Deal Closing Is Awaited

San Francisco—Consummation is still being awaited here of the deal between Henry Duffy, operator of legitimate houses, and United Artists whereby Duffy's plays and players will be at the disposal of United Artists, and U. A.'s scenarios and screen stars, in exchange, will be turned over to Duffy. The latter operates the Alcazar in San Francisco, and the El Capitan in Hollywood. Contracts, it is known, have been drawn up and are awaiting the ironing out of final details, before signatures are affixed. Duffy is expected here for the week-end and will then return to Hollywood.

Allied Jersey Allies Still Doping It Out

New Jersey theatre owners are still undecided on that Allied question and have called another special meeting at which another attempt will be made to reach a decision whether to stay with Allied States Association or drop out of the national organization. The meeting has been called for June 9. If the matter isn't threshed out by then it will be carried over to the annual convention in Atlantic City June 18 and 19.

Coals to Newcastle; Foreigns to Bronx

The Bronx will have its foreign picture house shortly when Morris Schane reopens the Walton, recently acquired from Fox. He will open the house August 15 with a German talker, but will not confine the policy to that language, booking other linguals from time to time.

Hays Sees Hoover

Washington—Will H. Hays had a 45-minute conference Friday with President Hoover at the Executive Mansion discussing economic conditions in the industry. The talk was held before the President went to his office. No politics were discussed, it is stated. The industry is doing everything in its power to assist the government, Hays told the President.

Rialto Opens With Revivals And Price Cut

A break for all distributors under a "revival" policy will make its bow this morning when the Rialto, New York, which closed Wednesday night, reopens.

Admissions have tumbled to a during-the-week top of 40 cents and a week-end top of 50 cents. From opening to 5 o'clock the price will be 25 cents, with an increase to 40 cents from five to closing. This compares with the old scale of 40 cents to 1 o'clock, 65 cents to 5 P. M. and 85

(*Continued on page 2*)

Grainger Closes with Butterfield Circuit

James R. Grainger returned from Detroit yesterday with a substantial contract tucked in his pocket. While there, he closed with Colonel W. S. Butterfield for the Fox product to play over his entire string of approximately 40 houses.

THUMBS DOWN ON JUGGLING DATES

Only 1 Award Per Firm by M.P. Academy

Los Angeles—Change in the plan of awards this year of the Academy of Motion Picture Arts and Sciences provides that no individual company shall be entitled to more than one nomination for the best production, the achievement polling the highest votes for any particular company to be that company's entry. There are five nominations for this award.

Kid Shows Help to Offset Stage Loss

San Francisco—Facing a summer slump and handicapped by the withdrawal of stage shows from their programs, local motion picture houses are concentrating their efforts toward

(*Continued on page 6*)

New Russian 80% Tax Doesn't Mean a Thing

Increase of taxes on amusements in Russia means nothing to the export end of the industry here. Practically no American pictures went into that country in the pre-talker days and now that sound is here, exports have fallen to an even lower ebb.

The Soviet's tax increase ranges from 10 to 80 per cent.

Films Must Be Played In Order of Release, Distributor Edict

Some distributors are opposed to the juggling of playdates and want pictures played in order of release. As a consequence, these companies will demand adherence to the release order of productions in exhibition at all theatres. Release schedules are compiled to serve just such purpose, it is pointed out. Contracts carry a clause providing for the playing of pictures in official release order.

Insistence of exhibitors upon the privilege of playing pictures out of order of release was one of the highlights of the 5-5-5 conferences which drafted the standard releasing agreement, adoption of which is impending. Exhibitors contended that when an unusual box-office card came along, they should be enabled to play it as soon as available, without waiting for its date of release. After considerable bickerings, the privilege was in-

(*Continued on page 2*)

Stage Shows Out Of Memphis Houses

Memphis—When Loew's State discontinues vaudeville next week, Memphis will be entirely without stage entertainment. The RKO Orpheum abandoned vaudeville five weeks ago, leaving only the State with stage shows.

The State, beginning next week, will show only talking pictures. No announcement has been made of future stage shows in Memphis.

Little Rock Meeting Set for June 7 and 8

Memphis, Tenn.—June 7 and 8 are dates set for the spring convention of the M.P.T.O. of Arkansas, Mississippi and Tennessee. The meeting will be held in Little Rock and will be devoted to business sessions only.

Letters sent to members this week

(*Continued on page 2*)

Independents Not in on Cut By Unions; Chi Offer Stands

Voluntary wage cuts of 5 to 7½ per cent voted by local stagehands and operator unions apply only to theatres of Publix, Fox, Warners, RKO, Loew's and Universal, so independents will not benefit by the move. It is estimated by the International Allied of Theatrical Stage Employes and Motion Picture Machine Operators that the ten-week reduction, which starts June 8, will mean a cut of $450,000. The scale returns to current levels at the end of the period.

Under the plan, the cut is to be

(*Continued on page 2*)

Chicago—The operators' union here will not rescind its recent offer of one week's work without pay during June in favor of the percentage salary rebate to circuit theatres proposed by William Canavan, president of the International Alliance of Theatrical Stage Employes and Motion Picture Operators.

The offer of the Chicago local to forego a week's pay during June was made in advance of Canavan's proposal and applies to independent and circuit houses alike, whereas Cana-

(*Continued on page 2*)

Clara and Leo?

If Clara Bow is going to the company, it's news to M-G-M, that company stated yesterday. Coast reports have it Clara's deal for the switch from Paramount is all set.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 6, 1931 No. 6

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.
Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.
London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.
Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.
Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Paramount Halts Expansion in U. K.

LONDON—Belief in the trade that Paramount is after a circuit in England that would eventually rival Gaumont British's have gone galley west with statement by John C. Graham that the company was through after building houses in Liverpool, Leeds, Newcastle, Glasgow and Belfast.

Meanwhile, current reports have it that a big house is planned for Birmingham.

Little Rock Meeting Set for June 7 and 8

(*Continued from page 1*)

by Secretary M. S. McCord, read: "We promise you a meeting this year that will be constructive and well worth your making any sacrifice to attend. There will be no registration fee, nor any equipment and film salesmen to bother you."

Among the topics for discussion will be business conditions and the outlook for the future, the new season's product, score charges, service charges, zoning, protection, the new contract and legislative matters. Hank D. Wharton is president of the organization. M. A. Lightman, president of the M.P.T.O.A. will attend.

Rialto Reopens With Revivals, Cut Prices

(*Continued from page 1*)

cents to closing. The new scale on week ends and holidays will be 25 cents to noon and 50 cents for the rest of the day.

The "revival" policy opens with "Whoopee." Among other pictures booked are "Street of Chance," "Animal Crackers," "Caught Short," "The Big House," "Our Blushing Brides," "The Cock-Eyed World," "Little Caesar," "Holiday," "Common Clay," "Hell's Angels" and "Criminal Code."

Each picture will be held as long as it draws. "Whoopee," for instance, is expected to be held two or three days.

Purely Personal

J. G., VON HERBERG, Seattle theatre executive, has purchased some 185 acres on Sucia Island, one of the San Juan group of islands in the straits off British Columbia, some 12 miles south of the International border, where he will build a summer mansion. Included in the spacious grounds will be an extensive landing field for airplanes.

HOWARD DIETZ is the one film man who is not worried about depression. He dropped all such ideas, if he ever had any, when he read the raves of the New York critics on "The Band Wagon," which Broadway musical Howard wrote.

JEANETTE LOFF is to appear in Schwab & Mandel's musical comedy, "Free for All," which is to feature Jack Haley.

J. L. MCKINNEY, former special representative for Tiffany in the Memphis territory, has returned to Dallas.

"BOB" MCNEIL, president of Golden State Theatres, operating 14 northern California houses, sailed Friday for Honolulu and the Orient.

HARRY D. (FOX) GOLDBERG sailed from Montreal yesterday for Bermuda. You guessed it: annual vacation stuff.

RICHARD BARTHELMESS, accompanied by Mrs. B., arrived in New York yesterday. He will remain exactly one week.

BRUCE JOHNSON will sail in about three weeks for abroad to put a picture over in foreign territory.

GEORGE BILSON has donned smoked glasses and may be seen sporting them these days.

HY DAAB is missing from RKO offices these days, having hied himself to parts unknown for a brief vacation.

JIM MILIGAN has joined Keystone Engraving.

CHARLES GOODWIN, of Philadelphia, will soon desert the bachelor ranks.

17 in Hunt Circuit

William C. Hunt Enterprises has taken over the Gaiety and Centre theatres in Trenton, where the firm also operates the State and Orpheum. These two additions bring the total of the New Jersey circuit to 17 houses.

Mary and Doug Will Appear in 1931 Films

(*Continued from page 1*)

above all things, I want it to be warm and human. This time I'm not going to be swayed by any of the people in whose judgment I have confidence. In my next picture I am going to be true only to myself."

Doug says he intended to go to work as soon as he arrives in Hollywood on editing and cutting his adventure film, preparatory to releasing it as a travelogue.

American Record to Make Picture Discs

Synchronization work is to be started soon by the American Record Co. of New York and Scranton. The firm, which is a subsidiary of Consolidated Film Industries, has a recording studio in New York.

Phil In, Gus Out

Reports, published here and abroad, that Gus Schlesinger had resigned as Warners' Central European representative, were confirmed yesterday by Sam E. Morris. Phil Kaufman, who has been handling sales for the company in Berlin, steps into Schlesinger's post.

Young Here

W. J. Young, managing director of Reid-Hall, Ltd., which operates six theatres in Bermuda, is in New York for a few days. His company distributes Paramount, M-G-M and Warners-First National in the islands.

Votes Sunday Shows

CHICAGO—The city council of Mattoon, south of here, voted this week to legalize Sunday films.

Film Stocks Irregular; E. K. Off 2½

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4¾	4½	4½	+ ⅛	500
Consolidated Film Industries pfd	14	12¼	13½	+1⅛	1,500
Eastman Kodak	133	127½	128	—2½	14,200
Fox Film "A"	18⅜	16¼	16¾	+ ⅛	40,200
General Theatre Equipment new	4¼	4	4	.....	5,400
Loew's, Inc	43½	40	40⅞	+ ⅜	47,800
Loew's, Inc., pfd	87½	87½	87½	.....	100
Paramount Publix	25¼	23⅜	23	— ⅜	44,500
Pathe Exchange	1¾	1⅜	1⅜	— ⅛	200
Pathe Exchange "A"	3½	3½	3½	— ⅜	200
RKO	14½	13⅛	13½	— ¼	33,700
Warner Bros.	7¼	6¾	7	.....	38,500
Warner Bros. pfd	20	20	20	+1	200

Fractional Gain on Curb

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	10½	10½	10½	+ ⅜	200
Fox Theatres "A"	3⅜	2⅝	3	+ ¼	9,400
General Theatre Equipment pfd	6¾	6	6½	+ ⅝	2,000
Technicolor	7	7	7	— ½	100
Trans Lux	6½	6⅛	6¼	— ¼	700

Bonds Advance; G. T. E. Jumps 3¼

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	34	30	33	+3¼	300
Loew's 6s '41 ex war	96	95¾	96	+ ¼	6
Paramount Broadway 5½s '51	101¾	101	101¾	+ ¾	14
Paramount F. L. 6s '47	81	79½	81	+1	15
Paramount Publix 5½s. '50	74	72	73	+1½	16
Pathe 7s '37 ww	82½	82⅛	82¼	+ ¼	22
Warner Bros. 6s '39 wd	40½	38	40½	+2½	72

Thumbs Down On Juggling Of Dates

(*Continued from page 1*)

corporated in the contract, the proviso being that they be up on playing arrangement and the balance of the playing arrangement was to be safeguarded.

One of the chief factors which led to exhibitors' request for playing pictures out of order was "The Cock-Eyed World," independents declaring they should be permitted to cash in on the advertising that picture received in its pre-release and first runs.

Independent Houses Are Not in on Cut

(*Continued from page 1*)

taken from the pay envelopes of the individual union member. Four hundred and thirty-one locals voted to take the cut, while 144 voted against it. Under the by-laws, the International cannot force locals to take a cut, each local being an autonomous unit.

Members who receive less than $60 weekly are asked to take a 5 per cent cut and those receiving above $60 asked to take a 7½ per cent cut. The wage cut was negotiated by the six circuits concerned.

Chi Operator Plan Stands as Offered

(*Continued from page 1*)

van's proposal considered only the six major circuit operators.

Although the plan of salary rebate suggested by Canavan would be in force for ten summer weeks beginning June 8, Chicago exhibitors who have accepted the local union's relief offer assert that in the aggregate it would be less than the equivalent of one week's pay of a Chicago operator.

Essentially all Chicago theatres that are remaining open for the summer will take advantage of the local union's relief offer. Approximately 100 theatres, however, found no relief for their predicament in the union's offer and have closed, or will be closed, before it goes into effect.

Held in Globe Death

Thomas Dean, fireman at the Globe, N .Y., was arraigned yesterday before Magistrate H. Stanley Renaud and held on a technical charge of homicide in the death of Sophie Muck, who was injured when a bar from the balcony hit her while attending the show. She died later in the hospital.

Barrymore to Stage

KETCHIKAN, Alaska—John Barrymore is deserting the films to return to the stage, he said on his arrival here. His wife, the former Dolores Costello, has definitely retired from the screen.

Para. Signs Winston

Paramount has signed Harold Winston, stage director. He arrives on the Coast this week to begin direction on his first, as yet untitled.

Speaking of HITS...

HERE is one for everybody! It's Eastman *Super-Sensitive* Panchromatic Negative, *Type 2*... a new negative film, two to three times as fast as previous emulsions under Mazda lights. Possessed of an unequalled combination of other advantages, it is bound to improve the quality of sound pictures. Yet its price is the same as that of regular negative. Eastman *Super-Sensitive* Panchromatic Negative, *Type 2,* is a film whose effect will be felt throughout the industry. Eastman Kodak Company, Rochester, New York. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

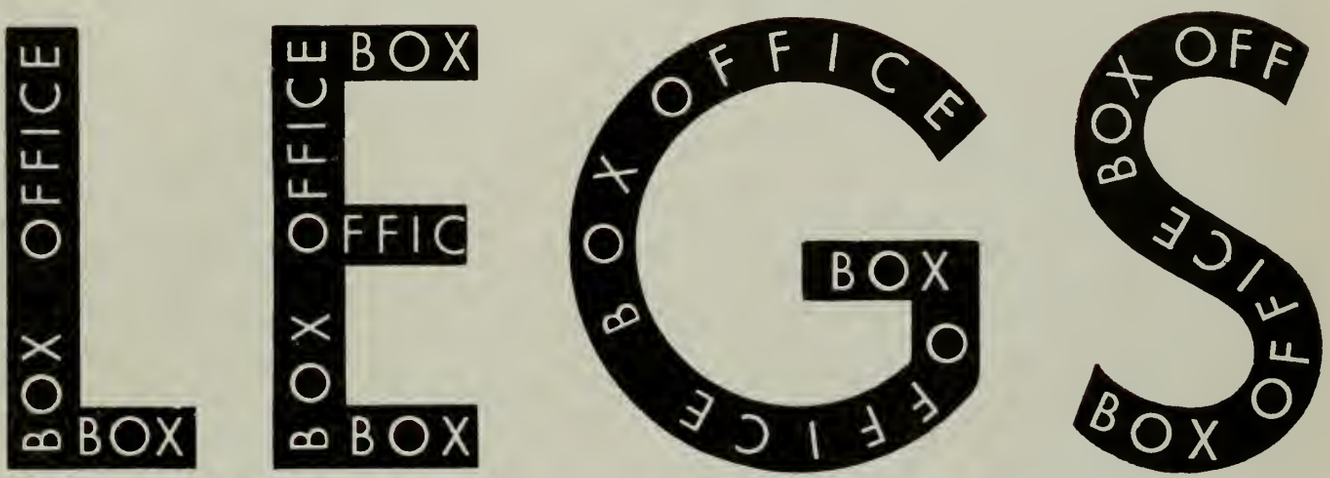
EASTMAN *SUPER-SENSITIVE*
Panchromatic Negative, *Type 2*

Box office from

DADDY LONG

FOX FILM CORP.

Start to Finish!



with

JANET GAYNOR
WARNER BAXTER

UNA MERKEL

JOHN ARLEDGE • CLAUDE GILLINGWATER, SR. • KATHLYN WILLIAMS

From play by **Jean Webster** *Directed by* **ALFRED SANTELL**

ROXY NOW

"Dude Ranch," Vaude, Winner In Cincy Race

CINCINNATI—The Albee, local RKO flagship, sailed into port with top money this week with "Dude Ranch" on the screen and Belle Bennett heading the stage show. The total showed $23,550, which gives the house a little better than $1,500 average.

"Bad Sister" proved good at RKO Strand with a gate of $4,648, or $1,148 more than average, while the RKO Family on a split week basis turned in $2,714 with "Dishonored" (second run) and "Lonely Wives," going over the top by $1,175. The larger RKO houses all came within close striking distances of their appointed averages. "Three Loves," German silent-synchronized, at Erlanger Grand Opera House, failed to hit the mark by about one grand, chalking up a total of $3,600, while "Kiss Me Again" at Keith's hit exactly average.

Although unusually hot weather prevailed and amusement parks opened for the season during the week, business in the aggregate was only about five per cent off from the week previous.

Estimated takings for the week ending May 29:

"THREE LOVES" (German)
ERLANGER GRAND OPERA HOUSE—(1,600), 30c-50c, 7 days. **Gross:** $3,600. (Average, $4,500.)

"KISS ME AGAIN" (F. N.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500.)

"DUDE RANCH" (Para.)
RKO ALBEE—(3,300), 30c-50c-65c-75c, 7 days. Vaudeville headed by Belle Bennett and Herman Timberg. **Gross:** $23,550. Average, $22,000.)

"INDISCREET" (U. A.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $12,375. (Average, $13,000.)

"DISHONORED" (Para.)
RKO FAMILY—(1,140), 20c-25c-35c(second run, 4 days. **Gross:** $2,714. (Average, $1,950.)

"SKY RAIDERS" (Col.)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,461. (Average, $1,050.)

"SVENGALI" (Warners)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $11,500. (Average, $12,000.)

"KICK IN" (Para.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $13,300. Average, $14,000.)

"BAD SISTER" (Univ.)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,648. (Average, $3,500.)

Kid Shows Help to Offset Stage Loss

(Continued from page 1)

kiddie patronage. The RKO Majestic has organized a kiddie booster club whose membership is more than 2,000. Members are given a special performance every Saturday morning. After the performance, they are allowed to witness the regular program all for five cents.

The Aztec, Publix owned, has organized a Big Brother Club along the lines of the booster club. The plan contemplates kiddie matinees every Saturday morning at which pictures of interest to children as well as other portions of the program. The kiddies will choose the picture they desire to see the following Saturday. At the opening program, at which "Tom Sawyer" was featured, the kiddies were admitted free.

All the grade A theatres here have fixed a 10-cent gate for children at regular performances.

"Three Who Loved"
(Radio)

HOLLYWOOD—Mildly received by a preview audience, "Three Who Loved" too much talk and not enough action. This impresses as a talker of the early school.

Betty Compson, playing an immigrant girl, is sincerely loved by Conrad Nagel and casually flirted with by Robert Ames. Betty, however, takes the flirtation seriously. Nagel, playing the market for her, steals to cover margins and Ames is wrongly jailed for the theft. The sympathy, however, remains with Nagel and for that the treatment is to be blamed. Despite the odd twist in the triangle theme, the audience reaction was not overly enthusiastic. Performances are capable enough, but uninspired. On the basis of the first preview reaction, this appears to be moderate program fare.

WILLIAM A. JOHNSTON

Norma Leads L. A. Parade; Gets $28,000

LOS ANGELES—"Strangers May Kiss" at $28,000 at Loew's State found business good, while the day and date showing of "Women of All Nations" at the Criterion and Chinese failed to create any sensation. The Criterion caught $12,200, which was $2,200 above average, but the Chinese sank to $9,600, which was $4,400 below average.

Estimated takings for the week ending June 3:

"DAMA ATRIVEDA" (F. N.)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $5,600. (Average, $5,000.)

"DADDY LONG LEGS" (Fox)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, ($5 premiere.) George Stoll Band. **Gross:** $10,000. (Average, $12,500.)

"WOMEN OF ALL NATIONS" (Fox)
FOX CRITERION—(1,652), 35c-65c, 7 days. **Gross:** $12,200. (Average, $10,000.)

"WOMEN OF ALL NATIONS" (Fox)
GRAUMAN'S CHINESE—(2,030), 25c-75c. **Gross:** $9,600. (Average, $16,000.)

"DAYBREAK" (M-G-M)
GAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,300. (Average, $6,500.)

"STRANGERS MAY KISS" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. **Gross:** $28,000. (Average, $27,000.)

"DRUMS OF JEOPARDY" (Tiff.)
LOS ANGELES—(2,100), 25c-65c, 7 days. **Gross:** $8,500. (Average, $13,500.)

"YOUNG DONOVAN'S KID" (Radio)
ORPHEUM—(2,750), 35c-65c, 2nd week, 7 days. **Gross:** $9,000. (Average, $16,000.)

"LADIES MAN" (Para.)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Three Big Figures" Idea. **Gross:** $12,700. (Average, $15,000.)

"LAWYER'S SECRET" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage revue. June Purcell in person. **Gross:** $16,500. (Average, $25,000.)

"STEPPING OUT" (M-G-M)
RKO—(2,700), 35c-65c, 7 days. 8 acts RKO vaudeville. **Gross:** $14,400. (Average, $15,000.)

"DISHONORED" (Para.)
UNITED ARTISTS—(2,100), 35c-65c (2nd week.) **Gross:** $7,500. (Average, $13,500.)

"PARTY HUSBAND" (F. N.)
WARNER BROS. DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $11,600. (Average, $15,000).

"PARTY HUSBAND" (F. N.)
WARNER BROS. HOLLYWOOD—(3,000), 7 days, 35c-50c. **Gross:** $12,800. (Average, $14,000.)

"Twain" Aided To $22,500 on Hearst's Plug

BALTIMORE—Helped by Hearst advertising and a stage show, "Never the Twain Shall Meet," at $22,500, led Baltimore in an off week. The house average is $19,000. Gloria Swanson pulled strongly at Loew's Stanley with the added draw of Ben Lyon, former Baltimorean. Miss Swanson seems to be holding up here while Chaplin, Fairbanks and Pickford are losing ground. Always Goodbye" was helped by Elissa Landi's local following. "Svengali" also showed draw.

Estimated takings for the week ending May 28:

"FINN AND HATTIE" (Para.)
KEITH'S—(2,500), 6 days, starting Friday and including Sunday midnight showing. **Gross:** $5,840. (Average, $5,500.)

Week ending May 29:

"ALWAYS GOODBYE" (Fox)
NEW—(1,600), 25c-50c, 7 days from Friday to following Friday. **Gross:** $7,000. (Average for six days, $8,000.)

"THE SKY RAIDERS" (Col.)
RIVOLI—(1,982), 25c-50c, 6 days, starting Saturday. **Gross:** $6,800. (Average, $7,500.)

"THE HOT HEIRESS" (F. N.)
WARNERS' METROPOLITAN—(1,300), 15c-50c, 6 days, starting Saturday. **Gross:** $4,500. (Average, $4,500.)

Week ending May 30:

"SVENGALI" (Warners)
AUDITORIUM—(1,600), 35c-50c-75c-$1, 9 days, starting Thursday night and ending on the Saturday of the following week, including a midnight showing Sunday. **Gross:** $6,186. (Average for roadshow policy of three shows daily and for Saturday, $5,000.)

"THE GIRL FROM THE REEPERBAHN" (Sonor-Film)
LITTLE—(267), 35c-50c, 6 days. **Gross:** $900. (Average, $850.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
(Helped by large national campaign in Hearst papers here)
LOEW'S CENTURY—(3,076), 25c-60c, 7 days. **Other attractions:** Loew-Capitol stage unit "Riviera Revels." **Gross:** $22,-500. (Average, $19,000.)

"THE FRONT PAGE" (U. A.)
(Shown uptown after one week at the Stanley downtown)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $4,600. (Average, $3,500.)

"INDISCREET" (U. A.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $19,300. (Average, $17,500.)

"MISBEHAVING LADIES' (F. N.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $2,750. (Average, $2,800.)

"Women" Big Money Film In Portland

PORTLAND—"Women of All Nations" was the big sensation here, almost doubling the $5,000 average gross of the Fox Broadway. The intake, $9,000, was good enough for a holdover. "Kick In" and "Public Enemy" were the others to beat the normal figure at the Paramount and Music Box, respectively. Outside attractions and warm weather helped to pull down grosses.

Estimated takings for the week ending June 4:

"WOMEN OF ALL NATIONS" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 7 days. **Gross:** $9,000. (Average, $5,000.)

"QUICK MILLIONS" (Fox)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,500. (Average for week, $4,000.)

"JUNE MOON" (Para.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,900.

"THE PUBLIC ENEMY" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 7 days. **Gross:** $5,300. (Average, $4,000.)

"KICK IN" (Para.)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. Varieties Idea with Stepin Fetchit in person. **Gross:** $14,800. (Average, $12,000.)

"DONOVAN'S KID" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. 8 vaude acts. **Gross:** $9,800. (Average, $10,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
UNITED ARTISTS—(945), 25c-60c, 7 days. **Gross:** $3,500. (Average, $7,000.)

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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 7 NEW YORK, MONDAY, JUNE 8, 1931 TEN CENTS

Hays Pouring Oil on Gangster Film Storm

Unions Firm; 100 Chicago Houses Close

Additional Closings to Follow Shortly

CHICAGO—With little prospect of obtaining effective summer relief which would permit them to operate profitably, approximately 100 Chicago theatres closed this week.

Prior to Decoration Day a canvass of city theatres conducted by the Exhibitors' Association of Chicago revealed 49 closings. On June 1, immediately following the holiday week end, an additional 55 theatres closed for a minimum ten weeks' period. Additional closings are scheduled to follow throughout June, and an es-

(*Continued on page 2*)

Reynolds Up Tuesday On Contempt Charges

CHICAGO—Hearing of contempt of court charges against Tom Reynolds, president of the Chicago Motion Picture Operators' Union, were postponed until tomorrow by Chief Justice John McGoorty in Criminal Court.

The contempt of court proceedings against the union official were instituted upon the union's refusal to surrender its records in compliance with a court order issued earlier in

(*Continued on page 4*)

Independents Must Make Union Deal

Operator cuts for many Greater New York independent theatre owners will have to be taken up with the unions by individual exhibitors, MOTION PICTURE DAILY learns. No complaints have been registered with the Theatre Owners Chamber of Commerce as yet, but if the members of the organization feel the necessity to reduce operators' salaries during the summer months, the New York ex-

(*Continued on page 4*)

"Hollywood Herald" To Make Bow Today

HOLLYWOOD—*The Hollywood Herald*, new coast daily and latest enterprise of the Quigley Publishing Company, makes its bow this morning.

William A. Johnston, for many years editor of *Motion Picture News*, will be editor. Leo Meehan is business manager, while the staff will include Frank Pope and Lin Bonner.

Fox Studio Morale Stiffens

Hollywood—A lot of folks on the Fox lot are feeling better these days.

Reports of changes, of retirement of Harley L. Clarke from the presidency and of financial difficulties, originating principally in New York, were a little difficult for the personnel to figure out. But in the last few days two factors have changed the picture.

First was that strong statement hitting at politics, malicious rumors, et al, which appeared in "The Last Word," coupled with which was the definite statement that Clarke planned to continue in the saddle.

Secondly was the financial report for 1930 which showed a profit of $9,205,435. The earnings statement created a buzz of comment on the lot and all of it was favorable.

Civic Shows Free in Parks Of Pittsburgh

PITTSBURGH—While Sunday shows are prohibited in theatres here, the city government is prepared to go in for Sunday pictures in a big way this year, dispensing them free in the city parks.

Arrangements now are being consummated for the installation of sound reproducers in nine city parks and the free shows are to begin at an early date. Previous free summer Sunday night shows are said to have created havoc with theatre business during the week.

Bye-Bye for Stage Shows at Houston

HOUSTON—Stage shows are saying goodbye to Houston for the summer. Loew's State and Majestic have switched to a straight picture policy and the Metropolitan drops Publix shows on June 19. About 60 men are out of work as a result.

Warner Home Office Expands Quarters

Addition of 40,200 square feet to the Warner home office building has been completed, with moving already started. The statistical department has moved to the eighth floor; the theatre exploitation force now occu-

(*Continued on page 4*)

ColumbiaMaps Plans to Keep Salaries High

HOLLYWOOD—Plans for keeping salaries of Columbia employes on an even keel, with increases rather than decreases in the offing, are to be discussed at the three-day convention of the western sales force, which winds up here today. This is the final one of the three regional sales meetings. Lou B. Metzger, sales chief, is presiding.

Harry Cohn, vice-president in charge of production; Sam Briskin,

(*Continued on page 4*)

Allied Newsreel to Be Extended to Canada

TORONTO—Arthur A. Lee, American representative of Gaumont British, and Oscar Hanson, head of Oscar Hanson, Inc., distributor of the new Allied newsreel, are here for conferences with Col. John A. Cooper, president of the distributor and exhibitor association. Possibility of extension of the Allied newsreel hookup to Canada is seen in connection with Hanson's visit.

F. & M. Units Booked By Publix at Denver

DENVER—Fanchon & Marco Ideas are replacing Publix units at the Denver. This is probably an economy move, as it will eliminate the long jump from Chicago to here with no

(*Continued on page 4*)

Jason Joy in Canada in Attempt to Save 9 Banned Films

TORONTO—While Will H. Hays has stated that gangster films are on the way out, his organization is understood to be considerably perturbed over the attitude against such pictures taken by various municipal and state bodies.

As an instance, Col. Jason S. Joy of Hollywood, representing Hays, is here conferring with the Ontario censor board on its antagonism toward the gangster type of picture. The Ontario board recently raised a barrier against such films, banning nine considered as outstanding. Other censorship matters also were discussed.

Col. Joy's visit here is understood

(*Continued on page 2*)

Wisconsin to Vote On 'Blues' Repeal

MADISON, Wis.—Whether the Wisconsin blue laws shall be repealed was passed on to the voters when the senate concurred in an assembly resolution calling for a referendum in 1932. Assemblyman John Grobschmidt, Milwaukee, introduced the resolution after his measures for repeal of the old statutes were blocked by the 1929 and the 1931 legislatures.

Wis. M.P.T.O. to Hold Bunkless Convention

MILWAUKEE—"A strictly business convention minus bunk and empty resolutions" is promised by Fred S. Meyer, president of the M. P. T. O. of Wisconsin, in the two-day convention to be held June 16 and 17 here.

Several legislators are scheduled to address the convention on Tuesday afternoon on legislative matters pertinent to the industry. Among those scheduled to talk are Don V. Smith, chairman of the committee on public

(*Continued on page 4*)

General Film Co. to Handle Equipment

MEMPHIS—General Film Co. is the latest film equipment company to be organized in Memphis. Offices were opened last week in the Clay Tate Building.

The company will handle the dis-

(*Continued on page 4*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 8, 1931 No. 7

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Clara Plans Rest On Nevada Ranch

HOLLYWOOD—Clara Bow plans to recuperate from her recent nervous breakdown on her Nevada ranch. She plans an 'indefinite rest" on the ranch located near Las Vegas. When she returns, Clara intends to re-enter films.

N. Y. State Body To Be Reorganized

With the new fire code for New York now in Mayor Walker's hands and expected to be signed either today or Tuesday, reorganization of the New York state exhibitor unit will follow shortly. Movement toward this end was started some months ago, but was put off until disposition of the fire code, which was then in the hands of various sub-committees of the board of aldermen. With the matter now out of the way Charles O'Reilly, president of the T.O.C.C., will be able to get away to attend the meetings at Albany.

Arrival at Funeral Delayed by Fog

HOLLYWOOD—Douglas Fairbanks and Mary Pickford, flying to the funeral of the latter's cousin, Finley Benson, were forced down by fog at San Bernardino, and the rites were delayed for an hour pending to their arrival. They made the rest of the trip via motor.

Saturday Kid Shows

CLEVELAND—Loew's Theatres will offer children's program at 1 P. M. on Saturday afternoons just preceding the regular matinee program at the Granada, Alhambra, Liberty and Doan theatres. Admission to the early show permits the patron to remain for the regular show without added cost.

After 90 Houses

PARIS—Pathe Natan is reported out after 90 additional houses. The circuit now totals 140.

Off the Record

HARRY COHN is the head man at the Columbia studio. Every year he has been taking for himself a long vacation, at which time Brother Jack takes over production. This year, Jack is on the Coast for an extended stay, but Harry isn't going away. It might be another case of New York keeping an eagle eye on Hollywood—and costs. Then again, it might not.

●

Have you heard the latest theme song? It's called "Adjustments, I Want You."

●

A lot of theatre operators are verra much interested in that revival stunt at the Rialto. It's been done before at the same house, you know.

●

Several of the U. A. crowd got the information that Mary and Doug would contribute to that company's program next season first from that exclusive yarn which ran in MOTION PICTURE DAILY on Saturday.

●

That revised ordinance governing storage and handling of film in New York theatres, labs and studios is probably one of the most important legislative victories in some time. Exhibitors were faced with the danger of equipping their booths with sprinklers to fit over projection machines, among other things. As matters stand now, it is expected underwriters may be persuaded to reduce insurance rates, while the New York City model may be followed in other localities throughout the country as well.

●

Two years ago Consolidated Film Industries, it is understood, tried to secure an option on the DeForest patents covering the printing of sound film positives.

●

What has happened to that "positive" assurance of jobs to the Tiffany managers, made at the time the Educational deal was closed?

●

That row between exhibitors and operators in Chicago promises to develop into an interesting affair. The state's attorney's office, halted temporarily when union officials contested its right to examine union records, now is proceeding along a new line of attack, with the government preparing to step in to aid in the probing. The blocking of examination of the union's records was a considerable surprise.

●

Wisconsin's jambores between its rival exhibitor organizations will come to a head this month. The M. P. T. O., which has the Allied charter for the state, meets June 16 and 17. No date has been set for the confab of the Allied Theatre Owners of Wisconsin, which is seeking to wrest the charter from the rival group. Meanwhile, efforts are being made to bring the two groups together to unify independents in the state.

Entire Market Off; E. K. Drops 1½

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4⅝	4⅜	4½	.....	300
Consolidated Film Ind. pfd	13½	13½	13½	.....	100
Eastman Kodak	127¾	126	126½	—1½	200
Fox Film "A"	16¾	16	16⅛	— ⅝	2,700
General Theatre Equip. new	4⅛	3⅞	3⅞	— ⅛	100
Loew's Inc.	40⅝	39¼	39⅝	—1¼	600
Paramount Publix	22⅝	22	22⅛	— ⅞	4,800
Pathe Exchange	1⅜	1¼	1¼	— ⅛	200
R K O	13¼	12⅝	12¾	— ¾	1,300
Warner Bros.	6⅞	6¾	6¾	— ¼	1,500

Curb Issues Take Fractional Loss

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	10⅛	10	10	— ½	600
General Theatre Equip. pfd	6⅝	6	6	— ½	500
Sentry Safety Control	1⅛	1⅛	1⅛	.....	100
Technicolor	6½	6	6	—1	300
Trans Lux	6¼	6	6	— ¼	900

Bond Issues Show Decline

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	33	33	32	—1	4
Keith B. F. 6s '46	62½	62	62	.....	8
Loew's 6s '41 ex war	95¾	95¾	95¾	— ¼	5
Paramount Broadway 5½s '51	101	100	100	—1¾	2
Paramount Publix 5½s '50	72½	72	72	—1	1
Warner Bros. 6s .39 wd	39	39	39	—1½	1

Hays Pouring Oil on Gang Film Storm

(*Continued from page* 1)

to be the forerunner of conferences with other censorship boards and municipal bodies which have taken action against gangster films.

Hays' Statement Was Resented by Members

Declaration that gangster films are on the way out was made by Will H. Hays in his annual report some weeks ago. Hays declared that a changing cycle of public taste was sounding the deathknell of gangster pictures. His statement is said to have caused considerable resentment among producer members of the Hays association who had about 18 gangster films in work at the time.

New Jersey Exhibitors Heed Gangster Antipathy

New York and Philadelphia exchanges are making a number of substitutions as a result of the protest against gangster pictures made by business managers of schools of the state. Request has been made to boards of education to help supplant gangster films.

Unions Firm; 100 Chi Theatres Closed

(*Continued from page* 1)

timated 25 theatres will be on a week end operating schedule by the end of the month, opening for Fridays, Saturdays and Sundays only.

Most of the closed houses are small neighborhood locations whose principal hope of remaining open lay in obtaining an adjustment of summer wage scales from the operators' union. Denied this, the theatres were obliged to close. It was the advance announcement of these closings which precipitated county and Federal investigation of Chicago theatrical unions which are now in progress, and which have for their objectives indictments of union officials on charges of conspiracy to injure theatre business, and the elimination of one operator in projection booths.

Bandits Frightened Away

CHICAGO—Slamming of a door while a robbery was in progress at the Marquette Theatre here frightened away gunmen who were attempting to open the theatre safe, and saved the management $1,500 in currency.

New Corporation

DOVER, Del.—Publix Bamford Theatres, Inc., filed a charter here to operate theatres and amusement places of all kinds; 100 shares, no par value. Represented by Marion Coles, Bronxville, N. Y.; Alice L. Brown, Yonkers, N. Y.; George A. Barry, New York City.

Return Play for 'Trader'

HOLLYWOOD—"Trader Horn" will open a return engagement at the Chinese starting June 11.



ADVENTURES IN AFRICA
(Series of 12 2-Reelers)



BOBBY JONES
(Series of 12)



S. S. VAN DINE's
detective mysteries
(12 2-Reelers)



ROBERT L. RIPLEY
(Series of 13 "Believe It Or Not" 1-Reelers)

No matter what kind of a



BOOTH TARKINGTON's
(Series of 13 1-Reelers)



BIG STAR COMEDIES
(Series of 12 2-Reelers)



PEPPER POT
(Series of 13 1-Reelers)



LOONEY TUNES
(Series of 13 1-Reelers starring BOSKO)

feature you play there's



EDWARD H. NEWMAN's
(Globe-trotter Travel Talks
13 1-Reelers)



TED HUSING's
Sport Slants
(Series of 13 1-Reelers)



MERRIE MELODIES
(Series of 13 1-Reelers)



BROADWAY BREVITIES
(Series of 12 2-Reelers)
(RUTH ETTING *in* **4)**

a VITAPHONE SHORT



MELODY MASTERS
(Series of 7 1-Reelers)



MR. and MRS.
JACK NORWORTH
(Series of 6 1-Reelers)

to Make it Bigger



VITAGRAPH, INC., Distributors

ColumbiaMaps Plans to Keep Salaries High

(*Continued from page* 1)

assistant general manager; Rube Jackter, assistant general sales manager; Henri Brunet, manager of exchange operations; Hal Hodes, accessories sales manager; Charles Mintz and Charles McDonald are among executives here to address the session.

Jack Cohn, Columbia treasurer, will remain here for several months.

This means that both of the Cohn brothers will be on the scene at the same time, a practice a little bit removed from that which has prevailed in other years. Formerly when Jack came here, Harry left these parts on an extended vacation.

Wis. M.P.T.O. to Hold Bunkless Convention

(*Continued from page* 1)

welfare; Sen. Thomas M. Duncan; Sen. Bernard Gettelman; Sen. Oscar H. Morris, and Assemblyman John Grobschmidt, who after six years has finally succeeded in submitting the blue law to a referendum.

The banquet, which will be held Tuesday evening, will be addressed by Frank B. Metcalfe, chairman of the Milwaukee censorship board, who will speak on "The Problem of the Gangster Film"; Mrs. Agnes Charbonneau, only woman legislator in Wisconsin, who will speak on "Legislation," and Count Enrico Russo, Washington, D. C., on "My Impressions of America."

British Films to Get Canadian Outlet

LONDON—Sam Smith, who has just returned from the States, declares British pictures will get regular distribution in Canada now as a result of a deal closed with Regal Films. The first program will consist of 26, drawn from the output of British International, British Lion and Gainsborough.

Smith also stated the Canadian Government does not propose to make an issue of the quota at this time.

General Film Co. to Handle Equipment

(*Continued from page* 1)

tribution of Kingsley sound reproducing and recording equipment in five southern states, Tennessee, Arkansas, Mississippi, Louisiana and Alabama. The equipment will sell for less than $2,000 installed, both film and disc, according to Chester F. Kingsley, president and general manager. Kingsley has been identified with the engineering department of General Talking Pictures Corp. and RCA Photophone.

Milder Downs Pessimism

"All the pessimism in the world seems to be right here," said Max Milder Saturday on his return to New York from a trip to the eastern section of the country. "No one is yelling about hard times and no one is shrieking or moaning in the Midwest," he stated.

Purely Personal

JOE GALLAGHER, Al Selig, Eli M. Orowitz, Jack Hess, Arnold Van Leer, Hank Linet, Sidney Garrett and Hans Frohman—the latter, incidentally, of Acme Film, not Ace Film as reported—have passed the membership committee barrage at the Motion Picture Club. It's now up to the board of directors, but there won't be any trouble about that.

SALLY PHIPPS, one-time ingenue on the Fox lot, is now Mrs. Benedict Gimbel, Jr. The Gimbel family owns the big department stores of that name in Philadelphia and New York.

AL MANNION, of Tec Art, left for the Coast Saturday after several weeks in the big city. Adolph Pollak leaves New York for the west the latter part of the month to look over production at the studios.

CHARLIE O'REILLY is all pepped up over the passing of the new fire ordinance for New York theatres and states that approximately $150,000 annually will be saved exhibitors in insurance rates.

RUDY SANDERS, president of the Brooklyn Theatre Owners Association, is full of smiles these days with nary a care of the summer slump. He has two of the finest houses in that borough.

MIKE SIMMONS has organized an Ampa golf committee to meet with Artie Stebbins and the other crack golfers of the Motion Picture Club at the golf tournament on Wednesday.

DOUGLAS LEISHMAN, manager of branch operations for Universal, who was taken ill in Chicago during the company's convention, has returned to New York.

MAX MILDER, eastern sales manager for Warners-First National, Saturday returned to New York after a ten-day trip in his territory.

JACK BOWEN has bought himself a new set of golf clubs for that film tournament. He's even bought a cup to bring home in case he doesn't win one.

AL HARSTYN, manager of the San Jose, will soon undergo another operation necessitated by an abscessed tooth.

JOE SKIRBOLL is out in the territory in the interests of "The Viking," first J. D. Williams and Associates production.

EUGENE ZUKOR is chairman of the motion picture industry committee for New York to raise $1,000,000 for suffering Jews in Europe.

HIRAM S. BROWN is minus several baby foxes. They were stolen from his country estate at Chestertown, Md.

DICK PEARL left Thursday for England and will be gone for about three weeks.

BILL FRANK believes in bigger and better contract bridge. He's bidding only grand slams these days.

LAWRENCE H. RUPP will be guest speaker at the "RKO Theatre on the Air" party on June 19.

ARTHUR SACHSON of Warners-First National playdate department Saturday celebrated his birthday.

NED MARIN misses those daily swims at Malibu.

MILT SILVER is taking the responsibilities of a father very seriously.

WALTER EBERHARDT is getting his in early. Vacation starts June 19.

F.M. Units Booked By Publix at Denver

(*Continued from page* 1)

stops between. This spot will break the long move from Seattle to St. Louis for Fanchon & Marco. The opening day at the Denver will be moved up to Wednesday from Thursday.

Reynolds Up Tuesday On Contempt Charges

(*Continued from page* 1)

the week. The state's attorney's office here is seeking possession of the union's records in its investigation of racketeering charges which have been made against the Chicago local.

Independents Must Make Own Deals

(*Continued from page* 1)

hibitor unit only then will take action it is stated. Non-affiliated exhibitors seeking reductions will have to deal with the unions directly. The Chamber of Commerce recently helped renew contracts for its members with Local 306.

Warner Home Office Expands Quarters

(*Continued from page* 1)

pies a part of the eighth floor, while the theatre booking department is ensconced on the ninth floor. On the 10th floor is the domestic accounting staff. Executive offices of the Brunswick company and all music subsidiaries will be moved into the new Warner adjunct later. The publicity and advertising departments will move to the sixth floor, possibly next week. With the new additional space, the Warner-First National building now occupies a total of 135,000 square feet.

First German Film In Cleveland Spot

CLEVELAND—Loew's Alhambra will break its established policy when it presents the German film, "The Girl from the Reeperbahn," starting June 14. This will be the first foreign language film to be shown in the Loew theatres in this district. The future of subsequent German releases depends upon the result of this engagement.

Just a Habit With 'Trader'; Leads Cleve.

CLEVELAND—It was "Trader Horn" again in that film's second week at pop prices with a gross of $14,000. In its first week, the film caught $18,000 at the Stillman and walked away with first honors. Other first runs pulled only fair business competing against fair weather and two dramatic stock companies.

Estimated takings for the week ending June 3:

"THE LADY WHO DARED" (F. N.)
WARNER'S LAKE—(800), 5 days, 40c-60c. **Gross:** $4,000. (Average, $5,000.)

Week ending June 4:

"UP POPS THE DEVIL" (Para.)
STATE—(3,400), 7 days, 30c-60c. **Gross:** $18,000. (Average, $20,000.)

Week ending June 5:

"LAWYER'S SECRET" (Para.)
ALLEN—(3,300), 7 days, 30c-60c. **Gross:** $15,000. (Average, $18,000.)

"THE SPY" (Fox)
CAMEO—(1,200), 7 days, 25c-50c. **Gross:** $4,000. (Average, $4,500.)

"WHITE SHOULDERS" Radio)
RKO HIPPODROME—(4,500), 7 days, 25c-75c. **Gross:** $14,000. (Average, $15,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO PALACE—(3,100), 7 days, 25c-75c. Vaude. **Gross:** $21,000. (Average, $23,000.)

"TRADER HORN" (M-G-M)
STILLMAN—(1,900), 40c-75c. (2nd week), 7 days. **Gross:** $14,000. (Average, first week, $18,000.)

Butterfield Circuit Gets W.B.-F.N. Films

E. C. Beatty of the Butterfield circuit has concluded negotiations with Max Milder of Warners-First National for the complete line-up of Warners, First National and Vitaphone 1931-32 product. The deal covers 40 theatres.

"Viking" N. Y. Premiere

"The Viking," produced in Newfoundland by Varick Frissell, will have its first New York showing at Leo Brecher's Central Park Tuesday, June 16, replacing "Tabu," which will have concluded a 14 week engagement then.

Start on Paramount

GLENS FALLS—The work of excavating for the new Paramount theatre got under way this week and it is expected that the house will be ready to open within six months. The house will be known as the Paramount and will have a seating capacity of 1,500. It will be located in the center of the city.

Libson Gets Another

CINCINNATI—Abe Libson, who is associated with his brother Isaac Libson, in the operation of Keith's and several small houses here, has taken over the Strand, a 900-seat house at Newport, Ky., just across the river.

First in Everything

Michael (Author) Simmons is already applying first aid to his latest fillum, "First Aid," which has gone into production with Grant Withers as one of the leads. He had effected a gargantuan and mammoth exploitation tie-up with 60 drug concerns servicing 40,000 drug stores throughout the country, with radio, newspaper ads and window displays being used.

From the Box-Office Slant

Stout Hearts and Willing Hands

(*RKO Pathe*)

Swell

RKO Pathe has a fine bet in the Masquer Comedies, providing the rest are of the same caliber. This number is a travesty on that sob drama of yore and has enough laughs in it to satisfy the most fastidious. What a cast! Frank Fay is the hero; Lew Cody, the villain and Laura La Plante, the heroine. Mary Carr and Alec B. Francis are the girl's parents. Even the original Keystone Kops are in it. So is the fire depart nent and the army, both coming to the rescue of Our Little Nell. Bryan Foy directed this nifty. Running time, 20 minutes.

Streets of Cairo

(*Bray-Columbia*)

Pleasing

Because it confines itself more to the habits of the people of Cairo and less to mere views of the streets, this "Rambling Reporter" travelogue has considerable entertainment value. You can't go wrong with this where a scenic is needed to round out the program. Running time, 7 minutes.

Ragtime Romeo

(*M-G-M*)

So-So Cartoon

Nothing unusual in this "Flip the Frog" reel. Flip calls on his lady friend bringing a carload of musical instruments with which to serenade her. Music awakens the whole apartment house and the animals dance on the lawn. Old-maid cow calls the police, who stop the festivities by taking Flip away in wagon. Very mild. Running time, 7 minutes.

'Alexander Hamilton'

(Warners)

HOLLYWOOD — This is exceptionally fine and intelligent entertainment. It has plenty of comedy value and a well rounded story. The humanness of Hamilton is stressed by George Arliss, thus avoiding the stiffness of the usual costume drama. Hamilton's problems in financing the country are quite as applicable today as in post Revolutionary times, so this is easily understandable by modern audiences.

Arliss' own polished work receives splendid support from Dudley Diggs, Doris Kenyon and June Collyer. Dialogue and direction are of high calibre. It is not particularly episodic and ends with Hamilton's triumph in passing a financial bill to relieve the nation's situation. Aaron Burr's duel is not mentioned. The political intrigue theme invites comparison with "Disraeli" and this picture is as equally well done.

W. A. JOHNSTON

The Way of All Fish

(*Radio*)

Fair

Ned Sparks nets many laughs in this short, but the story has been developed so laboriously that there are stretches when the comedy element is entirely overlooked. Ned is cast as an amateur fisherman who has been told that anybody angling for trout with worms is worse than a worm himself, so he slugs the first one he catches and is jugged. Most of the laughs come during his speech in the courtroom in defending himself. Addie McPhail plays opposite. Running time, 18 minutes.

The Tune Detective

(*Paramount*)

Novel

The setting for this short is a courtroom where an excitable Italian is suing another composer for plagiarizing a melody. Dr. Sigmund Spaeth, well known New York composer, who gets star billing, is called in as an expert witness, and proves, via a piano, that the characteristic chord in both has been used from time immemorial in compositions ranging from hymns to jazz. By tickling the ivories he demonstrates that scores of well known melodies possessed similar characteristics. There are several laughs in it and on the whole it's decidedly entertaining. Running time, 8 minutes.

Just a Gigolo

(*Vitaphone No.* 4817)

Just So-So

A song novelty which may appeal to those who like this type of entertainment, but the tune can become mighty tiresome through repetition. An organist and a singer render the melody against animated sketches that are trite. Running time, 6 minutes.

Fight to Live

(*Talking Picture Epics*)

Enthralling

Don't miss this. Dr. Ditmars here shows some of the greatest underwater curiosities ever filmed. The reel is well named. It is truly a fight to live, as the ocean denizens prey upon one another and are in turn preyed upon. Packed with action and thrills. Running time, 8 minutes.

The Meal Ticket

(*Vitaphone* 1230-31)

Feeble

Any person able to stand 21 minutes of German dialect spluttered all over the place by Jackie Pearl takes a lot of punishment. The affair is mighty tough on the eardrums, and there isn't a gag in the piece that rates a laugh. Running time, 21 minutes.

The Headache

(*Paramount*)

Full of Laughs

Billy House, the fat comedian, has been given a vehicle in this that enables him to put over laughs in rapid succession. Through a series of logical events he gets mixed up with his former wife, although possessing a current "headache," and the two make the fur fly when they meet in hubby's apartment. Good for any type of audience. Running time, 20 minutes.

"White Shoulders"

(Radio)

A DRAMATIC screen adaptation by J. Walter Ruben of the Rex Beach original. Jack Holt plays the suddenly wealthy mining engineer who returns to civilization looking for "white shoulders." A sudden marriage with Mary Astor, show girl, fails when Mary, finding it impossible to love Holt, leaves with Ricardo Cortez. Holt's revenge takes the form of forcing the two to be always together, after he reveals Cortez as a crook. His feeling for his wife, however, overcomes his desire for vengeance, the concluding sequence indicating a satisfactory solution. Kitty Kelly, as the friend of Miss Astor, provides what little comedy there is.

Splash

(*M-G-M*)

Excellent

Amateur high divers of both sexes strut their stuff to an accompanying running fire of dialogue written by Joe Farnham. The diving is photographed in regular and slow motion and is an interesting, well-executed study in form. Farnham's chatter lines are amusing. This short is well worth a booking. Running time, 9½ minutes.

I'd Climb the Highest Mountain

(*Paramount Screen Song*)

Good

All types of fans will enjoy this screen song, for the title allows for action and the characters romp about the peaks in tune with the harmony, eliciting laughs galore. Running time, 6 minutes.

Adventures in Africa

No. 1. Into the Unknown

(*Vitaphone No.* 4681-82)

Excellent

The first of the 12 episodes in this new series and while the major portion of the footage was devoted to the preparations for the safari into the African wilds there is a terrific punch climax showing a lioness and a hyena fighting madly for possession of an animal carcass. This scene is so vivid that it brought gasps from an audience on Broadway. The series was produced under the supervision of Wynant D. Hubbard and photographed by W. Earle Frank. There is a synchronized lecture which aids in putting over the short and some dubbed sound effects. Running time, 18 minutes.

Lemon Meringue

(*RKO Pathe*)

Gets Over

Beats all previous Edgar Kennedy comedies, and it seems the company is getting around to giving the star the right material. Florence Lake is okay as his talkative wife. Dot Farley and William Eugene contribute fine performances as his in-laws. The gang goes into the restaurant business with the wind-up being a general slinging of pies. Running time, 20 minutes.

That's My Line

(*RKO Pathe*)

Fair

A new series under the heading of "Traveling Salesman Comedies" in which Louis John Bartels takes off the part of the salesman. Paul Hurst is seen in the part of a Mexican terror in love with Doris McMahon and threatens to kill anyone seen with her. Bartels manages to escape Hurst, but after this affair prefers his underwear line rather than the Mexican border line. It's just fair with practically no gags in it at all. Running time, 20 minutes.

Rough Seas

(*Charley Chase—M-G-M*)

Great

On a par with the average Charley Chase comedy, which means that it is packed with laughs and deserving of plugging. In this one Charley is returning home from France with the A. E. F. and smuggles a French mademoiselle (Thelma Todd) and a lively monkey aboard ship. With this situation as a background, the author and director have woven a story that is replete with gags that produce roars. The monkey nets more than his share of them. Directed by James Parrott. Running time, 20 minutes.

For Two Cents

(*Vitaphone No.* 1078)

Fair

De Wolf Hopper is the star of this short, the story of which is so goofy that it would have sunk without him. He is given eight to ten hours to live by his physician and the city editor of the morning paper sends a reporter to see him and offer him $10,000 if he will die in time for the A. M. sheet to scoop the afternoon rival on his death. At the same time the city editor of the P. M. paper dispatches a reporter with an offer of an unlimited amount if he will live until after the deadline of the morning sheet. Hopper dies for the A. M.'s. Running time, 10 minutes.

The Fly Guy

(*RKO Pathe*)

Good

The insects predominate in this Aesop Fable. With a number of jazzy tune surrounding the antics of the fly and his mate, it bids fair to reap plenty of laughs. The cabaret scene in a bottle is swell. Running time, 7 minutes.

Waiting Lines Are Here Again!

LAWRENCE, MASS.

"Notwithstanding record heat wave of past three days, Women of All Nations has done greatest business since Sunny Side Up and is continuing to do same. More favorable comment throughout city than any other picture this year. A positive sensation. Congratulations."

CAPITOL THEATRE
H. W. BAILEY, M'g'r

PORTLAND, ORE.
BROADWAY; "Women of All Nations big $14,000."—*Variety*

NEW YORK
ROXY; "There was a long line waiting for 'Quirt' and 'Flagg' yesterday morning when the doors of the theatre were unlocked."
—*N.Y. Daily News*

DETROIT
FOX; "Women of All Nations had them standing over weekend."
—*Variety*

SEATTLE
FIFTH AVENUE; "Women of All Nations strong $15,000."—*Variety*

DENVER
HUFFMAN'S TABOR; "Women of All Nations fine $12,000."—*Variety*

BALTIMORE
NEW THEATRE; "Women of All Nations good $8,500." – *Variety*

RAOUL WALSH'S
WOMEN OF ALL NATIONS
with

VICTOR McLAGLEN
GRETA NISSEN
FIFI DORSAY
EDMUND LOWE
EL BRENDEL
MARJORIE WHITE

A comedy drama with the characters Quirt and Flagg originally created by Laurence Stallings and Maxwell Anderson

YOU TOO CAN HAVE A LINE IF YOU PLAY

FILM CORP. BOX OFFICE **PICTURES**

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 8 NEW YORK, TUESDAY, JUNE 9, 1931 TEN CENTS

Canadian Probe Report Slated for Pigeon Hole

Schlesinger Is Undecided on Print Royalty

"Fair and Equitable" Basis Is Promised

M. A. Schlesinger, head of General Talking Pictures, has not determined on what line of action he will pursue in potential collecting of royalties from the printing of sound-on-film prints. Schlesinger was victor in a sweeping decision handed down by the U. S. Court of Customs and Patent Appeals, granting to Dr. Lee DeForest a priority patent on the printing of sound-on-film positives. The decision culminated a long fight on the issue started when Freeman

(*Continued on page 3*)

Chain Tax Looms Up in Wisconsin

MADISON, Wis.—A state-wide levy on chain theatres looms here as result of a legislative move to tax chain stores after July 1. The lower house has passed a bill so drawn and presented by Senator La Follette without a dissenting vote. It's now up to the Senate where the La Follette forces have a very slim majority.

The measure contains no mention of chain theatres, but the bill, follow-

(*Continued on page 3*)

Help Exhibitor Make Money, Col. Edict

HOLLYWOOD—If company salesmen are content with "merely selling the exhibitor" they are abusing his confidence for they should do everything in their power to help showmen make money, Harry Cohn declared in sounding the keynote of Columbia's western sales convention. Salesmen should ascertain everything that can be done to help exhibitors, Cohn declared. A trick speech by John P. Medbury was one of Monday's highlights. Home office executives have entrained for New York.

Television Star at Radio Show Today

CHICAGO—Television, in theory and practice, is the star attraction of the radio show which opens here today. Exhibits of the latest improvements in television will highlight the sessions. The occasion is the annual convention of the Radio Manufacturers' Association.

Fox Closing Houses Rather Than Go to Double Features

Policy of Fox theatres in shying from double features is manifested in decision to close a number of theatres throughout the country rather than add a second picture to the program. In some spots where burlesque or vaudeville was the policy and could not be supported through the summer with a single feature policy, these houses have been darkened.

In Wisconsin, where Fox Midwesco theatres have been playing vaudeville, all stage attractions have been withdrawn for the summer and those houses will continue for the ten-weeks' period on one picture policy. Provided the new policy is supported, the circuit may decide to eliminate vaudeville in many of its houses in that state. There are 45 theatres in the Midwesco circuit with representation in every key city except Mantawa. None of these theatres plays double features. Policy of Warners, Universal and RKO operating in the same sector is straight single feature programs.

Wanger Out at Para., States 'Herald' Yarn

HOLLYWOOD — *The Hollywood Herald*, in its first issue yesterday, said Walter Wanger is definitely out of Paramount and that B. P. Schulberg is now absolute head of this department under Jesse L. Lasky. The Astoria studios will close July 13 and thereafter all Paramount pictures will be made in Hollywood, the story added.

When Wanger leaves the organization is not definitely known, but it

(*Continued on page 6*)

Import Limits Fought in Paris By Hays Aide

PARIS—Removal of all limitations on film imports is sought by Harold Smith, representative here of Will H. Hays and American distributors, in conferences now under way. The sessions have as their purpose the drafting of a new accord to replace that expiring next October. American distributors have had to handle a heavy percentage of French films in order to get into the French market.

Changed conditions are being cited

(*Continued on page 3*)

Grand Jury Action Ahead in Chicago's Operator Tangle

CHICAGO—Joe Maloy, head of the operators' examiners of the city electrical department, who is a brother of Tom Maloy, business agent of the Chicago operators' union, faces the grand jury for an accounting and suspension as a result of the inspection of the department's records. The records were ordered surrendered to the state's attorney's office by Mayor Anton Cermak.

Records of the department, according to Charles E. Lounsbury, Assistant State's Attorney, indicate connivance between department officials and applicants for projectionists' licenses. The city ordinance requires that projectionists serve one year apprenticeship in the same theatre before being eligible for examination and license. Records are said to reveal that the department examined men unable to spell and licensed them prior to their year's apprenticeship.

Lounsbury says that affairs of

(*Continued on page 6*)

Dominion Wonders About Findings as Time Expires

OTTAWA—What has happened to the film probe report? This is a question that is on the lips of every one identified with the picture business in the Dominion.

According to parliamentary procedure, as laid down by statutes, the report of Commissioner Peter White should have been brought up in the House of Commons within two weeks after it had been placed in the hands of Gideon Robertson, federal minister of labor. The time limit has long since expired and the opportunity now presents itself of declaring the report ineffective because of the delay, it is stated.

It is known that the report was examined at a meeting of the Cana-

(*Continued on page 3*)

"U" Central Office Plan Now Working

With all of the four central booking offices now in operation, Universal expects to have all prints on new releases working every day of the week. The latest and last branch has opened in Los Angeles, completing the division of the country into four parts.

Reports persist that RKO will shortly adopt the system patterned after the Universal plan. Frank O'Heron, RKO head of exchange maintenance, could not be reached for a statement yesterday.

Delay Sheehan Suit; Fox Said to Be Ill

Illness of William Fox secured a postponement of another week yesterday in the Supreme Court action filed by Winfield Sheehan against his former chief for $310,000. The suit involves a block ot 4,000 shares of Fox Film which Sheehan claims Fox sold without authorization.

Third F. & R. Partner Is Seriously Ill

ST. PAUL—William Hamm, former backer of Finkelstein & Ruben, and for years head of the Twin City Amusement Trust Estate which was sold to Publix, is seriously ill here

(*Continued on page 3*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30. June 9, 1931 No. 8

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Not a "Must"

CURRENT at the Paramount this week is "Vice Squad." The title conveys a pretty good idea of what it's all about.

Here you get a close-up of prostitution, handled so that there can be no mistake about it, a glorification of a stool-pigeon who frames women for the vice squad and a rather graphic depiction of a seamy side of life without which juveniles attending picture theatres can well get along.

AS a picture, "Vice Squad" is mediocre entertainment. Competent Paul Lukas is wasted on a part that doesn't fit him and makes his first venture into starring ranks something to gloss over as rapidly as possible.

In acting, the performances are uninspired and in tempo, the picture dips into the minus division. The entire effort gives us the impression that it was first conceived as something akin to the startling and then, with one eye turned toward censors, neatly whitewashed.

THE conclusions to be drawn from the picture and its title, however, reach beyond all this. The question is whether this sort of stuff, under the label of entertainment, is the type of picture for audiences, not restricted as to age, to witness.

Emphatically, we don't believe it is.

KANN

Purely Personal

LOUIS WEISS of Artclass announces that Harry Asher of Boston has bought 12 Artclass features for New England, and Standard Film Exchanges have taken 23 Artclass features for Pittsburgh, Cleveland, Detroit and Cincinnati, with Charles Kranz of Artclass in charge.

HAL HODES, accessory sales manager for Columbia, is to tour West Coast branches of the company before returning to New York. Meanwhile, the home office contingent is en route to New York following close of the Hollywood convention last night.

SONIA SCHULBERG, 13-year-old daughter of B. P. Schulberg, Paramount studio executive, is in town and leaves for Washington Wednesday. When she returns she will go to Europe for six weeks. Her brother Seymour soon will enter Dartmouth college.

LEO MCCAREY no sooner had disembarked from the Coast when a phone call from Howard Hughes took him back to Chicago. The reason revolved around a story that Hughes wanted McCarey to read — without interruption.

ROY V. LITSEY, Warner-First National office manager at Memphis, can keep a secret. He was married on March 14 to Miss Kathleen Siler. He broke the news when he wanted a vacation to take a honeymoon.

IRWIN LESSER, formerly of the non-theatrical department and now Brooklyn salesman for Paramount, took unto himself a bride Sunday and is now enjoying a two-weeks' honeymoon. He succeeds Bernard Kranze.

CHARLES FINESILVER, formerly of the Leo Brecher, S. & S., and Fox circuits, is a daily visitor in front of 630 Ninth Ave. He's not attached to any particular theatre at present and is renewing old acquaintances these days.

WATTERSON R. ROTHACKER, who is on an extended tour of the world, writes from Sumatra that he will return to California next month. From that point he was sailing for Japan, Borneo and the Philippines.

MANNE BROWN, former Coast district manager for Tiffany, is in New York. Manne brought with him something new in the comedy line, he says, a "ring tail" comedy that is real novelty.

EDDIE CANTOR has written "Yoo Hoo, Prosperity," which Simon and Schuster will soon bring out. David Freedman collaborated with Cantor on the book.

JIMMIE TALBERT, assistant manager of Loew's State at Memphis, will marry Miss Margaret Hudson on July 4. They plan to spend their honeymoon at Biloxi, Miss.

MURRAY ROTH, director-in-chief of Brooklyn Vitaphone studios, has just returned from Bermuda. He's making several tests for the leading roles of "Penrod and Sam," Tarkington series.

AL JOLSON is not to get screen rights to "Green Pastures," his offer having been turned down by Rowland Stebbins.

MONTE HANCE, manager of the Saenger in Biloxi, Miss., has been elected president of the Lions Club there.

J. J. FITZGERALD, Fox Midwesco division manager, is in town for a few days.

PHIL BAKER and Harry Richman have been signed to appear in Vitaphone shorts.

LEWIS MILESTONE arrives in Hollywood Friday accompanied by Nate Watt, his veteran assistant.

HERMAN A. BLUM, Maryland unit leader, is in New York for a brief visit.

C. V. HAKE, manager for Fox in Tokio, is in New York.

Entire Market Shows Gain; E. K. Up 4⅞

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4½	4½	4½	.....	200
Consolidated Film Industries pfd	13¼	13	13	— ½	200
Eastman Kodak	131⅜	124½	131¾	+4⅞	4,600
Fox Film "A"	17¼	15⅞	16⅝	+ ½	10,800
General Theatre Equipment new	4	3⅞	3⅞	.....	1,600
Loew's, Inc.	41½	38¾	41½	+1⅞	9,500
Paramount Publix	23½	21⅝	23⅜	+1¼	10,400
RKO	13⅞	12⅜	13¾	+1	10,700
Warner Bros.	7	6½	6¾	.....	3,200

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures	10	10	10	—1¼	100
Fox Theatres "A"	3	2⅝	3	.....	700
General Theatre Equipment pfd	6¾	6	6¾	+ ¾	500
Sentry Safety Control	1¼	1⅛	1⅛	.....	100
Technicolor	5¾	5⅓	5½	— ½	200
Trans Lux	6⅜	5¾	6⅜	+ ⅜	500

Bond List Also Gains; P. F. L. Jumps 4

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	32	31	32	.....	14
Loew's 6s '41 ex war	96	95¾	95¾	.....	3
Paramount F. L. 6s '47	85	80	85	+4	17
Paramount Publix 5½s, '50	74	72	74	+3	8
Pathe 7s '37 ww	82¼	82⅛	82¼	— ⅛	3
Warner Bros. 6s '39 wd	40	38½	40	+1	42

Slash $5,000 From Ohio's Censor Budget

COLUMBUS, O.—The state finance committees, seeking to slash $10,000,000 from the general appropriation of $74,000,000, have pruned $5,000 from the film censorship appropriation of $58,000, thus somewhat reducing the efficiency of that department. However, on account of vehement outbursts of bitter complaints against John L. Clifton, head of the department of education and big shot of the censor board, based on his decisions and deletions, and more especially his temporary ban of "The Big House" during the 1930 political campaign, a concerted effort was made to create an independent office of chief censor at $3,600 a year, but the powers that be turned thumbs down on the proposition.

Those in authority sought to divorce the duties of censor from those of the department of education, in order to relieve the latter body from any stigma resulting from the activities of the film judge, whose office functions is an integral part of the state educational system.

Blue Law Victory Seen as N.Y. Test

Regarded as a test case which will have an important bearing on Sunday opening throughout the New York State, exhibitors have won their fight to secure an open Sabbath at Chatham, N. Y.

C. B. La Pointe, managing director of the Crandall there, led the fight and was the pivotal factor in obtaining the 912 signatures to the petition that influenced the local board of trustees to drop the "blues" in favor of liberal Sundays.

No Pathe Loans

HOLLYWOOD — Loaning of RKO-Pathe stars henceforth is out, take it from Charles R. Rogers, who says that the stars are to confine themselves to company product. Excepting, of course, Constance Bennett, who also is under contract to Warners. The star is finishing "Bought" for Warners.

McCarey Here on Script

Leo McCarey is in New York consulting with Ben Hecht on story and script for "Queer People" which the former will direct for Howard Hughes, Caddo and U. A.

Plans Prison Film

HOLLYWOOD—Paramount is to make "Ladies of the Big House," a story by an ex-convict at Folsom. Louis Gasnier and Max Marcin will direct. Peggy Shannon will play the lead.

Franklin to Operate

LOS ANGELES — Hughes-Franklin Theatres probably will operate the theatre which Carl Laemmle is building at Vine and Hollywood.

Canadian Probe Report To Be Buried

(Continued from page 1)

dian cabinet after announcement had been made that the document had been sent to the government printing bureau to be run off in pamphlet form.

One version, from semi-official sources, is that the "White Paper" is to be regarded only as an interim report and that definite action has been postponed sine die.

The common belief now is that action has been postponed forever and that the investigation will be allowed to meet a natural death among the many pigeon-holes of the department of labor.

In other words, there will be much surprise if the famous probe is anything more than a wash-out.

Lee Discusses British Production in Canada

Arthur Lee, American representative of British Gaumont, discussed production and distribution of British films in Canada in a week-end session at Toronto with Col. John A. Cooper, head of the Canadian distributor and exhibitor association. He was accompanied to Toronto by Oscar Hanson, who is distributor of the Allied newsreel.

Rochester Changes

ROCHESTER, N. Y.—Changes in the Rochester district include:

C. C. Perry, former Publix divisional manager, transferred to New York and office abolished; Harry Royster, former city manager for Publix, now in full charge under New York; Herbert Kaufman, manager of the Regent, Publix house, on vacation to recover health, with his place filled temporarily by Charles Tibbits, assistant manager; Howard Cohen, manager of the Publix Century, resigned; Miss Annette Brill, secretary at the Regent, now keeping books for both Regent and Piccadilly.

"Man in Possession"

(M-G-M)

HOLLYWOOD—Here is a risque farce built around Robert Montgomery. The story is a fast-moving one.

Montgomery is cast as a court bailiff who remains in the home of Irene Purcell to guard the property and is then forced to act as butler. When the family arrives for dinner, the complications grow. Montgomery spends the night in the Purcell home and the dialogue pertaining to this situation forms the basis for most of the "spice."

The situations are of the type that, in the past, have persuaded censors to use their shears generously.

W. A. JOHNSTON

"God's Country and the Man"

(Syndicate)

PATTERNED after the usual western, Tom Tyler's latest has in the cast a newcomer named Betty Mack. The story revolves around smuggling of arms across the border and attempts of government agents to apprehend the culprits. Some of the fistic encounters in which Tyler figures appear to be far-fetched, but the picture, in the main, adheres to the usual run of westerns.

De Mille Planning Big Crusade Film

Cecil De Mille will have his own producing unit, if plans now under discussion develop. The move is reported to provide private capital for production of a spectacle dealing with the Crusades which "C. B." is understood to regard as his major effort.

It is understood De Mille has always had three pet subjects in mind, all of which he has wanted to produce for years. The Crusades picture is one; the second is a picture dealing with the fall of Rome, and third, with the flood as narrated in the Bible.

De Mille is now reported to be in Chester, Pa., where a college degree awaits him. He will then come to New York and sail on an extended European trip. Future production plans are slated for development on his return. His itinerary abroad will include a trip to Russia and India.

Travel Twenty Miles To See Banned Film

CONNEAUT, O.—Because "Blue Angel" failed to pass the Pennsylvania censor board, approximately 3,000 persons came from Erie, Pa. to see the picture during its local engagement. Erie is about twenty miles from here.

Trying to Beat the Heat

OKLAHOMA CITY—The summer-time jinx is trying his best to sting Oklahoma City exhibitors in the spot where it will hurt most. With hot weather already setting in, exhibitors are trying schemes to make up for loss of business between 6 and 8 p. m. when houses are nearly empty during hot weather.

The Retailers' Association has heaped more on the heads of the sufferers by opening a campaign for daylight saving time. Needless to say, the showmen are fighting the move—and are being ably assisted by the city bankers.

Cut Up "Women"

PHILADELPHIA—The Pennsylvania censors wielded the shears so violently on their first view of "Women of All Nations" that the picture destined for the Fox has been put back on the schedule, while Fox officials here are trying to arbitrate the matter with the board. "Always Goodbye," with Elissa Landi, has been substituted. Eliminations in "Women," as first ordered, cut too much footage from the film to fit it into the new program.

Schlesinger Is Undecided on Print Royalty

(Continued from page 1)

H. Owens, an employee of DeForest, patented a printing process. The court held that the patent belonged to DeForest.

Coming just at the time when Schlesinger was defeated in the Ries patent action against the Stanley Co., which was in effect an action against Western Electric, the Owens case is hailed by Schlesinger as "the biggest thing we've got."

He says the rights conferred upon the company by the Owens case decision will be administered fairly and equitably. If the company is entitled to royalties, "fair and reasonable" compensation will be asked, Schlesinger states.

The company has pending a similar case versus the Fox-Case Corp., arising from a patent allegedly taken out by an employee while he was on the DeForest payroll.

Here Is a Real Family Theatre

TORONTO—There are 287 families in the vicinity of the Alhambra, neighborhood house, who simpy won't go to any other theatre, according to Manager Bill McKnight. When they all go at once, they more than pack the theatre. The reason is that each of the 287 families has received a set of dishes as the major award in the lengthy series of weekly "prize nights" conducted by McKnight. And the Alhambra was one of the three winners in Eastern Canada in the recent Publix managers' bonus competition.

Perth Exhibs Unite To Boost Business

PERTH, Australia—Distributors and exhibitors here have set in motion a cooperative drive for business, with a "come-to-pictures" month providing the impetus. Too far removed from the more important eastern cities to benefit from nation-wide advertising and exploitation, Perth has devised this plan as an endeavor to cash in on the little extra money lying around.

Hoyts and Union Theatres, with head offices in Sydney, have okayed the proposition from their end, both having had the proposition under consideration for some time. They will assist with contributions to a common pool. The move embraces cooperative advertising, the enlistment of support of civic authorities, press encouragement, and individual stunts by each house, whether city or suburban, along the lines of the Greater Movie Season instituted by the Hays organization.

Helen to Judith

HOLLYWOOD—By order of the Paramount supreme command, Helen Johnson, who appeared in "The Vice Squad," has had to change her name to Judith Wood.

Import Limits Fought in Paris By Hays Aide

(Continued from page 1)

by Smith, together with the language limitations, to prove his contention that the French market cannot supply sufficient pictures to meet the quota. Permits are being "hocked" openly, it is stated. Action is expected by Thursday. The matter is being worked out by Maurice Petsche, Under Secretary of State for Beaux Arts.

Chain Tax Looms Up in Wisconsin

(Continued from page 1)

ing the formula set down by Indiana, is considered as hitting too close to the chain idea for theatres for the comfort of circuit operators.

National Chain Tax Not Held Logical

WASHINGTON—A national chain store tax, which might conceivably include theatres, is not regarded as a likely topic of discussion when the Congress meets in the fall. Individual states may go in for this type of legislation, but a national move in a pre-presidential year is not regarded as logical.

Third F. & R. Partner Is Seriously Ill

(Continued from page 1)

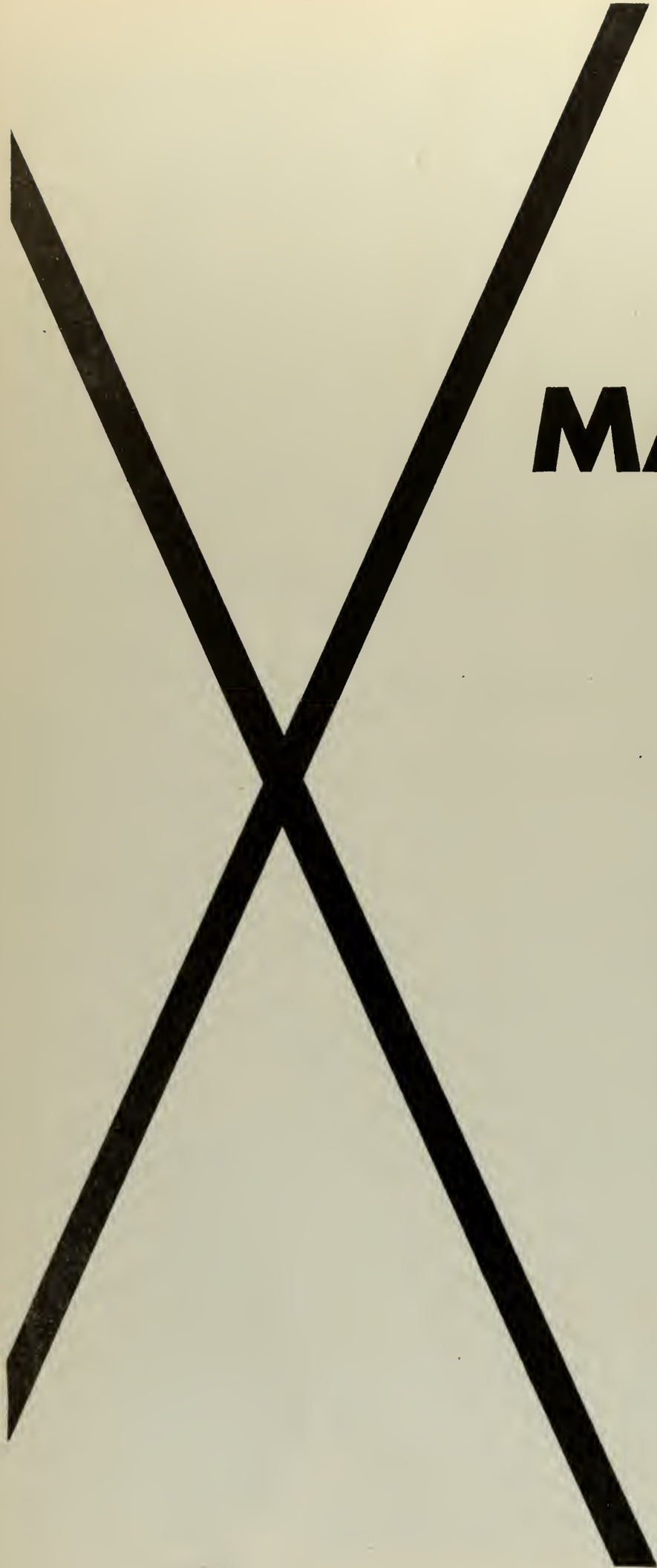
of heart disease. Heart attacks proved fatal recently to his two partners, M. L. Finkelstein and I. H. Ruben, deaths of whom occurred but a few months apart.

"Rebound"

(Pathe)

HOLLYWOOD—This is a personal triumph for Ina Claire. Donald Ogden Stewart's light, witty dialogue exactly suits her style of playing. The humorous subleties were missed by a preview audience. They seemed restless during the final dramatic moments. The story concerns two young people brought together on the rebound from other love affairs. They marry, but nearly separate when first loves reenter their lives. The four principal roles are played by Miss Claire, Robert Ames, Robert Williams and Myrna Loy, all of whom are excellent. Edward H. Griffith's direction is adroit. "Rebound" compares favorably to "Holiday." Theme and treatment are similar, although the preview reaction does not point to such a success for this picture. It has strictly class adult draw.

W. A. JOHNSTON



MARKS the
SPOT WH

Good old Charlie Chan—wise-cracking, humorous and lovable Chinese detective. When he gets to the X that marks the spot the missing Mr. X is only half missing.

Here's a thrilling story, not underworld but of the upper world.

"Who killed the beautiful movie star?" *Your* audiences will be asking it.

FOX

BULLETIN from SAN BERDOO

Better entertainment than "Charlie Chan Carries On." Better story, more action, more love interest. As it is glimpse into private lives of picture stars, it will do real business if exhibitors give proper advance advertising campaign stressing that angle. "The Black Camel" can also serve as ideal sample of what next season's two Charlie Chans will be like.

RE the BODY LAY!

And "The Black Camel" Marks a New Kind of Mystery Melodrama

EARL DERR

BIGGERS' BIGGEST

SELLING STORY

THE BLACK CAMEL

with

WARNER OLAND **SALLY EILERS**

BELA LUGOSI **Dorothy Revier** **Victor Varconi** **J. M. Kerrigan**

Directed by **HAMILTON MacFADDEN**

Grand Jury Action Ahead In Chicago

(Continued from page 1)

the department are "rotten" and that much more evidence has been obtained from the records than was expected. Lounsbury expects to give the case to the grand jury this week.

Operators have been visited in the booth by State's Attorney's investigators and those who refused to show their licenses or to answer investigators' questions are to be held for the grand jury or investigation.

Deny Quebec Censor Chairman to Quit

MONTREAL—Denial has been given to the rather widely-spread rumor that Eugene Beaulac had resigned as chairman of the Quebec board of censors, after serving for some six months, because of alleged disagreement over censorship standards.

On Saturday, Chairman Beaulac conferred with Col. Jason L. Joy of Hollywood, representing the Hays organization, regarding standards, practices and prospects.

Mouse Convention Big Draw in Milw.

MILWAUKEE—The Mickey Mouse convention held at the Fox Wisconsin went over with a bang with a band and parade to bang out the music that helped put it over. The local Chamber of Commerce and business men helped put it over with delegates from all over the state attending.

White Forms Firm

CINCINNATI—Maurice White, manager local Columbia exchange, together with Michael Sprangel, this city, and Ray Murphy, Newport, Ky., has organized a theatre brokerage company to be known as the Akren Amusement Co., with headquarters in Newport.

F. P. Confab Off?

TORONTO — No announcement has been made regarding the convention of theatre managers of Famous Players Canadian Corp. this year, and there is a possibility that no conference will be held, it is intimated.

Bomb K. C. Theatre

KANSAS CITY—The roof of the National was badly damaged by a bomb last week. The employment of non-union projectionists has been causing the theatre considerable trouble of this kind for some time.

Golfers Gasping

DENVER—Miniature golf courses are giving theatres very little competition this year, only about one-fourth reopening this year so far.

Astor Reaches Stardom

Mary Astor has reached the status of a full-fledged star in her next picture for Radio, "Daughter of Joy." Herbert Brenon will direct.

"The Sky Raiders"

(Columbia)

THERE is little substance to this story of an aviator who likes his booze and gets fired after his carelessness causes a plane to be wrecked. Later the aviator, played by Lloyd Hughes, redeems himself by aiding in the capture of a band of air thieves.

Marceline Day plays the feminine foil and Wheeler Oakman the heavy.

Wanger Out at Para., States 'Herald' Yarn

(Continued from page 1)

is understood his withdrawal will come shortly. This seems to be the final chapter on the long-standing tussle between Paramount's Eastern and Western production heads, according to the *Herald*.

Wanger was recently acknowledged as head of the company's production activities, but this new, changed setup follows the Denver conference at which S. R. Kent and Schulberg were present.

Walter Wanger could not be reached for a statement yesterday. He is, however, still on the job and, according to one familiar with his business affairs, still on Paramount's payroll. Reports have been current for about ten days now that he was to retire from the company.

It is understood he has no contract, having refused one when his last agreement ran out.

Extra Session for Florida Legislature

TAMPA—The regular session of the Florida legislature has adjourned without passing any of the proposed revenue bills, several of which were aimed at theatre receipts.

However, the governor has called a special session at which "finance and taxation" only will be considered. The governor's proposed new sources of revenues includes the recommendation of a "reasonable tax on amusements."

Though the legislature has been in session for two months and several thousand bills have been introduced, none of major importance has been passed except the legalizing of parimutuel betting on dog and horse racing, passed over the governor's veto.

Form Seaside Theatres

OCEAN VIEW, Va.—A new corporation known as Seaside Theatres, Inc., of Norfolk, has just been chartered to own and operate motion picture theatres. The principal office of the corporation is to be at Ocean View. Officers are Mrs. Catherine Lawrence, president; W. T. Haskett, vice-president; A. W. Haskett, secretary-treasurer. Ivor A. Page, of Norfolk, represented the corporation in making application for the charter.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

Two Experts Explain RCA Reproducers

In this article Dr. Alfred Goldsmith and Max C. Batsel of RCA launch into a description of the types of sound-on-film reproducers used by Photophone.

Arrangements for switching the input of the amplifier from one machine to another, for changing from film to disc pickup and for equalizing the voltage from disc record and film pickup are essentially the same for all equipments.

The output circuits from either disc or film are arranged to work into the 3500-ohm input circuit of the voltage amplilers.

A control panel used with three of the amplifiers includes two rheostats for controlling the current to the exciter lamps and ammeters for reading the value of the lamp current.

A change-over potentiometer is provided for switching the amplifier to either machine. If more than one change-over control is desired, mechanically connected extensions are provided or a relay system is installed which can be controlled from either machine.

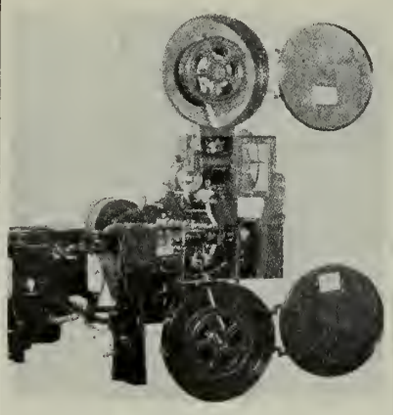


Fig. 11—Sound reproducer and synchronous disk attachment for type S Simplex projector.

Figure 11 shows a film reproducer as used with the control panel described above. The illustration shows the mechanism mounted on a Simplex projector. The projector is driven by a synchronous motor at a speed which runs 90 feet of film per minute. The sprocket which pulls the film past the scanning light beam is mounted on the same shaft with a flywheel. This assembly is driven through a very flexible spring. A brake in the form of a greased leather pad acts as a viscous brake on the flywheel to prevent oscillations of the spring-driven system. A holdback sprocket is provided to prevent the take-up tension on the film from affecting the tension of the constant speed sprocket.

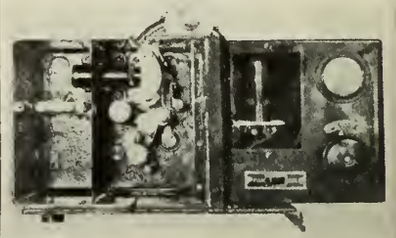


Fig. 12—RCA Photophone sound head.

The gate, for guiding the film and holding it in focus at the scanning light beam, consists of a set of standard Simplex lateral guide rollers mounted at the top of a curved shoe and a pair of flexible springs mounted so that they hold the film in contact with the polished surface of the shoe. The curved shoe prevents the film from buckling and running out of focus, and is a desirable feature.

Three lamps for the scanning light are mounted in sockets on a revolving turret. Each lamp can be preadjusted in position so that if one should burn out it is only necessary to turn the next one into position, thus minimizing the interruption caused by the lamp burning out.

The lens system consists of a condenser lens so placed as to concentrate a minimum amount of light on a slit 4 mils wide mounted in the enclosure of the cylindrical barrel. An objective lens system focuses an image of the slit 1 mil wide on the emulsion side of the film. The light passes through the film to the photoelectric cell in the box at the front of the machine. The entire lens and lamp assembly is adjustable for focusing and aligning the scanning beam on the film.

A transformer is mounted in the box with the photo-cell and adapts the output to a 3500-ohm circuit which can be run to the control panel or amplifier without appreciable loss of high frequencies caused by the capacity of the circuit. When the control panel is omitted, the rheostat and meter for the scanning or exciter lamp are mounted in the photocell box as shown in Figure 12.

A less expensive and simplified type of sound-on-film reproducer is shown in Figure 12. In this device the sprocket pulling the film through the scanning gate is driven directly through precision gearing, and filtering action is obtained by having the film drive a flywheel by means of a roller located just below the scanning gate. In this machine the lens assembly is not adjustable but the focusing adjustment is taken care of by an adjustment of the objective lens. The scanning line is located on the film by an adjustment of the lateral guide rollers at the top of the gate. The two lamps are adjusted in position in the holders and it is only necessary to pull one holder out and insert another in case of a lamp burning out.

Fundamentals of Projection

SMALL AREA of light source is essential to the projection of a clear, sharp image on the screen. The crater of the carbon arc, just a few millimeters in diameter, is the ideal source of light.

HIGH INTRINSIC BRILLIANCY is required of this minute area of light—sixteen million times the high intensity of screen illumination demanded by the critical patron. National Projector Carbons afford an intrinsic crater brilliancy rivaling that of the sun at zenith.

STEADY LIGHT is equally essential to satisfying projection. Extensive research and years of experience have enabled National Projector Carbons to supply the steady, white light that is a source of satisfaction to both projectionist and patron.

Two satisfied patrons pay for the National Projector Carbons used at each performance.

NATIONAL
PROJECTOR CARBONS

. . . *Sold exclusively through distributors and dealers. National Carbon Company will gladly cooperate with the producer, exhibitor, machine manufacturer or projectionist on any problem involving light.*

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division · Cleveland, Ohio

Unit of Union Carbide UCC and Carbon Corporation

Branch Sales Offices: New York Pittsburgh Chicago San Francisco

"Donovan," "Shipmates" Pull in K. C.

KANSAS CITY—"Donovan's Kid" and "Shipmates" were the outstanding box-office draws of the week, each going $2,000 over average at the Mainstreet and Midland, respectively, the grosses being $17,000 and $16,500. "It's a Wise Child" with $7,000 beat the Uptown normal figure by $1,000, but the rest were not so hot.

Estimated takings for the week ending June 6:

"DONOVAN'S KID" (Radio)
MAIN STREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $15,000.)
"SHIPMATES" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $16,500. (Average, $14,500.)
"TARNISHED LADY" (Para.)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** $12,500. (Average, $12,500.)
"CAUGHT CHEATING" (Univ.)
ORPHEUM—(1,550), 20c-40c, 3 days. **Gross:** $2,000. (Average 3 days, $2,500.)
"THE ROYAL BED" (Radio)
ORPHEUM—(1,550), 20c-40c, 4 days. **Gross:** $2,500. (Average 4 days, $4,500.)
"SVENGALI" (Warners)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $4,000. (Average, $4,500.)
"IT'S A WISE CHILD" (M-G-M)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $7,000. (Average, $6,000.)

'Women' Hits Above Seattle House Average

SEATTLE—"Women of All Nations" and "Seed" were the outstanding attractions here last week. Benny Rubin helped the take at the Paramount. "Women of All Nations" bettered the average at the Fifth Avenue by $1,000. It was the only picture in town which could better a house average.

Estimated takings for week ending June 5:

"QUICK MILLIONS" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, 7 days, $5,000.)
"WOMEN OF ALL NATIONS" (Fox)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $13,000. (Average, $12,000.)
"CITY STREETS" (Para.)
PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. Fanchon & Marco stage show and Benny Rubin in person. **Gross:** $12,500. (Average, $13,500.)
"THE FLOOD" (Col.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,000.)
"THE PUBLIC ENEMY" (Warners)
HAMRICK'S MUSIC BOX—(950), 25c-35c-50c-75c, 2nd week, 7 days. **Gross:** $5,000. (Average, $7,500.)
"SEED" (Univ.)
RKO ORPHEUM—(2,650), 25c-35c-50c-75c, 7 days RKO vaudeville headlined by Trixie Friganza. **Gross:** $13,000. (Average, $13,500.)

Franklin, Lazarus, Bershon at H-F Meet

SAN FRANCISCO—Harold B. Franklin, Jeff Lazarus and Dave Bershon attended the division convention here of Hughes-Franklin managers yesterday and left last night for Walla Walla where managers in Earl Crabb's division meet on Wednesday. The meetings are to consolidate and organize along Hughes-Franklin lines of the properties acquired.

"Ubangi"

(William Pizor)

A PICTORIAL record of an expedition into the Belgian Congo in which Dr. Louis Newman is said to have lost his life. Lack of precaution in not reloading his gun when approaching a wounded rhinoceros is given as the cause of his death.

In slow motion a similar scene in which one of the dogs is pulverized is shown. The action shows the natives in bizarre costumes on festive occasions and in semi-nudity on ordinary days.

The hunt for specimens of African jungle life makes up most of the footage. In many sequences, photography is far from clear. A running fire of dialogue, said to have been spoken by one of the members of the expedition, has been added to what is otherwise a silent picture.

"Trader" at $28,000 Big Frisco Card

SAN FRANCISCO — With capacity business of the United States as competition, "Trader Horn" knocked 'em over at the Paramount, turning in $28,000 or $9,000 over the house average. And that in the picture's second week. Its chief competition was "Women of All Nations," which, with Edmund Lowe in person, clipped off $38,000 at the Fox.

Estimated takings for the week ending June 2:

"MEET THE WIFE" (Col.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. 8 acts RKO vaude. **Gross:** $14,300. (Average, $15,000.)

Week Ending Wednesday, June 3

"UP POPS THE DEVIL"(Para.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band, stage show. **Gross:** $20,000. (Average, $21,000.)
"WOMEN OF ALL NATIONS" (Fox)
FOX—(4,600), 50c-65c-75c-$1, 7 days. F. & M. stage show, Walt Roesner concert. Edmund Lowe in person first three days. **Gross:** $38,000. (Average, $34,000.)
"CITY LIGHTS" (U. A.)
UNITED ARTISTS—(1,300), 25c-40c-60c, 7 days. **Gross:** $22,000. (No average available yet.)
"NOT EXACTLY GENTLEMEN" (Fox)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band, stage show. **Gross:** $13,250. (Average, $13,000.)
"DONOVAN'S KID" (Radio)
ORPHEUM — (3,000), 25c-35c-50c, (2nd week) 7 days, **Gross:** $9,000. (Average, $12,000.)

Week Ending Thursday, June 4

"SVENGALI" (Warners)
WARNERS — (1,385), 35c-50c, 7 days. "Adventures in Africa," first of series. **Gross:** $14,000. (Average, $10,500.)

Week Ending Friday, June 5

"TRADER HORN" (M-G-M)
PARAMOUNT — (2,740), 35c-50c-65c-90c, (2nd week) 7 days. **Gross:** $28,000. (Average, $19,000.)

P. P. Postpones Meet

Monthly meeting of directors of Paramount yesterday was postponed until next Monday out of respect for the memory of Mortimer L. Schiff, of Kuhn, Loeb and Company.

"6 Cylinder Love" Philly High; $19,000

PHILADELPHIA—Not so good this week. "Six Cylinder Love" boosted the Earle's average intake by $1,000, grossing $19,000, but the rest of the story isn't so pleasant. "The She Wolf" took $9,000 at the Stanley, which is only 50 per cent of its normal take, but "The Secret Six" missed par by only $1,000, getting $39,000 at the Mastbaum.

Estimated takings for the week ending June 4:

"THE FRONT PAGE" (U. A.)
ARCADIA—(600), 50c, 2 days. **Gross:** $1,000. (Average for 6 days, $3,000.)
"DOCTORS' WIVES" (Fox)
ARCADIA—(600), 50c, 4 days. **Gross:** $1,800. (Average for 6 days, $3,000.)
"GOLD DUST GERTIE" (Warners)
BOYD—(2,400), 35c-50c-75c, 5 days. **Gross:** $16,000. (Average, $18,000.)
"THE VIKING" (Masterpiece)
CHESTNUT—(1,860), 35c-50c-75c, 6 days. **Gross:** $5,500. (No consistent average, house usually devoted to legitimate attractions.)
"SIX CYLINDER LOVE" (Fox)
EARLE—(2,000), 25c-65c, 6 days. Eight acts vaude. **Gross:** $19,000. (Average, $18,000.)
"ALWAYS GOODBYE" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. F. & M. "Icy-Hot" Idea. **Gross:** $24,000. (Average, $26,000.)
"LADY WHO DARED" (F. N.)
KARLTON — (1,000), 40c-50c, 6 days. **Gross:** $4,000. (Average, $5,000.)
"CITY STREETS" (Para.)
KEITH'S — (1,800), 35c-50c-75c, 4 days. **Gross:** $10,000. (Average, $15,000.)
"THE SECRET SIX" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $39,000. (Average, $40,000.)
"THE SHE WOLF" (Univ.)
STANLEY—(3,700), 35c-50c-75c, 5 days. **Gross:** $9,000. (Average, $18,000.)
"BACHELOR APARTMENT" (Radio)
STANTON — (1,700), 25c-65c, 6 days. **Gross:** $7,500. (Average, $11,000.)

$9,000 Best For "Finger" In Mill City

MINNEAPOLIS — Best comparative showing of the week was "The Finger Points," which got $9,000, or $1,000 above average, at the State. The biggest gross went to the Minnesota, where "The Lawyer's Secret" took $21,000, just $1,000 above average. Fair weather and the first days of the fishing season took their toll.

Estimated takings for the week ending June 5:

"THE LADY WHO DARED" (F. N.)
ASTER—(812), 20c-35c, 7 days. **Gross:** $1,500. (Average, $1,500.)
"A TAILOR MADE MAN" (M-G-M)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,500. (Average, $2,500.)
"THE LAWYER'S SECRET" (Para.)
MINNESOTA—(4,000), 30c-75c, 7 days. Lou Breese, M. C. Four acts of vaude. **Gross:** $21,000. (Average, $20,000.)
"WHITE SHOULDERS" (Radio)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Four acts vaude. **Gross:** $15,000. (Average, $14,000.)
"THE FINGER POINTS" (F. N.)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000.)

Cukor on Coast

HOLLYWOOD—George Cukor has arrived here to resume directorial duties of Paramount.

Chicago Falls For Joan to $47,275 Tune

CHICAGO — Joan Crawford, the Loop's perennial favorite, lifted the Chicago Theatre out of a slump of several weeks duration, returning a gross of $47,275, a figure sufficient to earn "Laughing Sinners" some additional Loop time. The picture was moved from the one week stand into the Roosevelt, run house.

The Palace, a consistent performer with its succession of "name" acts for the vaudeville interim, maintained a prosperity stride with $26,900 for the week. Belle Bennett and Herman Timberg, the headliners, are credited with the bulk of the draw. Another "in person" is given the credit for the Oriental's prosperous week. Buddy Rogers, taking the bows at that theatre, attracted $35,400 worth of flapper trade to the theatre. "Women of All Nations" finished a nice introductory week at the United Artists, getting $28,350. Balance of the Loop business was spotty.

Estimated takings for the week ending May 30:

"WOMEN MEN MARRY" (State Rights)
WOODS—(1,166), 35c-50c-75c-85c, 5 days. **Gross:** $2,185. (Average for week, $12,000.) House closed May 30 for summer, due to lack of suitable product.

Week Ending June 3

"GOD'S GIFT TO WOMEN" (Warners)
ORPHEUM—(665), 35c-50c-75c, 7 days. **Gross:** $3,375. (Average, $3,200.)

Week Ending June 4

"SEED" (Univ.)
STATE LAKE—(2,776), 35c-50c-75c-85, 2nd week, 7 days. **Gross:** $16,500. (Average, $30,200.)

Week Ending June 5

"THE SIN SHIP" (Radio)
CASTLE—(299), 40c-60c, 7 days. **Gross:** $3,150. (Average, $3,500.)
"LAUGHING SINNERS" (M-G-M)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days. Publix stage unit, orchestra. **Gross:** $47,275. (Average, $46,000.)
"DADDY LONG LEGS" (Fox)
McVICKERS — (2,284), 35c-50c-75c-85c, first day. **Gross:** $4,365. "Secret Six" (M-G-M), final four days, third week. **Gross:** $9,650. (Average for week, $28,500.)
"UP POPS THE DEVIL" (Para.)
ORIENTAL — (3,940), 35c-50c-75c-85c, 7 days. Publix stage unit with Buddy Rogers, orchestra. **Gross:** $35,400. (Average, $36,500.)
"TABU" (Para.)
ROOSEVELT—(1,591), 35c-50c-75c-85c. 7 days. **Gross:** $10,100. (Average, $23,200.) "Laughing Sinners" (M-G-M) was spotted here after an excellent week at the Chicago.
"WOMEN OF ALL NATIONS" (Fox)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, first week. **Gross:** $28,350. (Average, $24,600.) Picture got nice gross in spite of unmerciful pannings from local critics.

Week Ending June 6

"GOOD BAD GIRL" (Columbia)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaude. with Belle Bennett, Herman Timberg, Buster West, and orchestra. **Gross:** $26,900. (Average, $24,000.)

Start "Huckleberry Finn"

HOLLYWOOD—Paramount is continuing its policy of turning out pictures with kid appeal, having put "Huckleberry Finn" into work. Norman Taurog is directing and in the cast are Jackie Coogan, Junior Durkin, Mitzi Green and Jackie Searl.

Daylight Saving Fines

MADISON, Wis.—Fine of from $25 to $500 for violation of the proposed state law prohibiting municipalities from adopting daylight saving time is provided for in a new clause added to the bill.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

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Cancellation in Favor Of Shorts 2-Film Cure

$100,000 to "Ashcan" in Film Probe

Expense Mostly in Legal Fees of Canada Report

OTTAWA—Anticipated pigeon-holing of the findings in the investigation of the Canadian industry means a cool $100,000 thrown into the ash can, provided the report is permitted to die a "natural death," as now indicated.

The commissioner's report was to have been acted upon in two weeks after it was submitted to the Federal government on May 4. Film circles here and at Toronto feel that the

(*Continued on page 2*)

Progress in Fight Of Musicians Cited

CHATTANOOGA — Fight against "canned music" in theatres has been successful "in a measure," Joseph N. Weber, president of the American Federation of Musicians, told the annual convention here.

"The Federation," he added, "is working just as hard to preserve the world leadership of America in the field of cultural music as canned music is working to destroy it."

Operators Yield Cut To Independents Also

Independent theatre owners in New York are being given the same consideration by the operators' local 306 as the circuits in cutting salaries of projectionists during summer months. At a meeting held by union officials last week a resolution was passed offering circuits from 5 to 7½ per cent reduction for the ten weeks' period. The salary cut begins this week.

Despite the unions' voluntary move to reduce operators' salaries for summer months, MOTION PICTURE DAILY learns that a number of exhibitors in this territory will not accept the offer, preferring not to be obligated to the union or its officials in any way.

Competition

BRAINERD, MINN.—And now whole family admissions for 50 cents in the price war under way here between Publix and Jake Gruesner. Publix has instituted the new family rate and exhibitors of nearby towns are howling bloody murder.

Balk at Strike

MINNEAPOLIS—Although the Northwest exhibitor association has asked members to carry out a buying strike until the annual convention here September 9 and 10, a number of members are stocking up on new product. This has prompted W. A. Steffes, general manager of the unit, to warn that no attempt will be made to settle difficulties arising from contracts signed between April 30 and September 15.

U.S.-F.N. Case Facing Delay Till October

Case of the Department of Justice against Warners in a move to stamp the First National deal illegal under the Clayton anti-trust law, will not come up before July and may be held over for the October term of Federal Court in New York.

Trial of the action was postponed at the request of Warners and the suit placed on the calendar for the July term. However, it is doubtful if

(*Continued on page 6*)

Clara Registering Anger—And How!

HOLLYWOOD—"Hot" is the nickname tagged onto Clara Bow, the "It" girl, but hot isn't the word for it. The flaming redhead is seeing red and refuses to be read out of pictures on anybody's say-so.

The official announcement of Clara's release from her Paramount contract was issued Tuesday and it contained

(*Continued on page 6*)

Hearings Resuming in Vitaphone-Erpi Row

Arbitration of the complaint of Vitaphone Corp. (Warners) against Electrical Research Products, is to be resumed at an early date, according to George E. Quigley, vice president of Vitaphone. There is no truth to

(*Continued on page 6*)

Indies Fight Loew 14-Day Protection

Local New York independent exhibitors are resentful of Loew's as a result of new protection demands being made with purchase of next season's product. Heretofore, the Loew circuit has been asking seven days' protection, but with the new season's releases the company is insisting on 14 days ahead of second runs.

Independents state that the new demand by the Loew outfit is putting salt on the wounds of poor business. What action the independent theatre owners will take has not yet been decided, but it is indicated that a concerted appeal will be made to exchange managers to cut down the 14 days to the former week period.

Kleine, Industry Pioneer, Is Dead

George Kleine, one of the industry's founders, died at midnight Monday at the home of his daughter, Mrs. Helen Bold, 64 East 86th St., after a long illness. Funeral services will be conducted at 11 A. M. Thursday at 133 West 86th St.

Kleine was born in New York February 18, 1863, the son of Mr. and Mrs. Charles E. Kleine. He was educated in the schools of New York and was graduated by the College of the City of New York in the class of 1882.

Kleine's father was engaged in the optical and scientific instrument busi-

(*Continued on page 6*)

Hays Put Kibosh on D. W.'s 'On the Spot'?

LONDON—Will H. Hayes "did directly convey to D. W. Griffith an intimation that as dean of the American directors, he should not consider making this picture ('On the Spot') and further followed it with a threat of what would happen if he persisted in doing so," states Ernest W. Fredman in *The Daily Film Renter* in quoting Simeon Rowson of Ideal Films.

Fredman draws the conclusion that

(*Continued on page 6*)

Distributors Hope to End Dual Features by Date Switch

Distributors will co-operate with exhibitors in the moves back to a single feature policy. With double featuring being opposed by practically every major company, effort will be made to expedite the return to a one-feature bill.

Proposed cessation of double featuring in Chicago and elsewhere finds many exhibitors overbought on feature product. In instances where an exhibitor is loaded up with features and wants to go back to the single

(*Continued on page 6*)

Legal Zoning Test Is Planned in D. M.

DES MOINES—Legality of extended protection is to be tested in suits planned here by the Allied unit against the Hays organization and distributors. Data is now being gathered by an attorney engaged by the association. S. P. Halpern, one time attorney for the Minneapolis film board, is acting as adviser.

Warner Studio Will Close, Coast Hears

HOLLYWOOD—There hasn't been any official pronouncement, but Warners' studio is declared preparing for an indefinite closing. Many Warnerites are seeking new jobs.

Sam E. Morris, vice president and general manager of Warners, could not be reached Tuesday for comment on the studio closing report.

Probes Pacts

WASHINGTON—Abram F. Myers, president of Allied States Association, is making a study of the various contracts being offered this season by distributors to determine if any irregularities exist. If any evidence of illegality is uncovered, suit will be instituted, it is said. The Allied unit at Pittsburgh recently took exception to several clauses in various companies' contracts.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 10, 1931 No. 9

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Five U. A. Regional Conventions Slated

First of the United Artists regional conventions will take place in New York June 21 and 22. All eastern salesmen and managers will attend. The second meet is slated for Cleveland on June 23 and 24. The Chicago regional is scheduled for June 25, while the New Orleans session will be held June 27. The final meet takes place in Los Angeles on July 2. Al Lichtman will preside at all the confabs.

Film Golf Tourney To Be Held Today

Weather permitting, *Film Daily* will hold its annual film golf tournament today at the Fenimore Country Club, White Plains, New York. There will be a banquet in the evening.

Judell Expanding To St. Louis Zone

ST. LOUIS—Ben Judell, veteran Chicago independent distributor, plans release this season of four new serials in this territory.

Cuts Dividend

Columbia has reduced quarterly dividends on the common and voting trust certificates to 75 cents a share. Previously it was $1.50.

In the *New York Daily Investment News yesterday*, Joe Brandt was quoted as saying Columbia contemplated no dividend reduction.

Delays Golfee Ordinance

NEW ROCHELLE, N. Y.—Mayor Walter G. Otto has postponed for two weeks the putting into effect of the new ordinance providing for miniature golf courses to close at 11 P. M. The ordinance may be amended to provide for midnight closing of the miniature links.

Scott's Father Dead

Harry Scott, sales manager of the Van Beuren Corp., is mourning the loss of his father, James H. Scott, who died in Chicago. He was 71.

Off the Record

WHETHER Doug Fairbanks will carry out his announced intention of making a picture for release in the new season is regarded in some quarters as problematical. Doug and Mary are both omitted from the new United Artists program. Fairbanks, it is said, would make a picture only if he can arrange for financing production in a manner similar to the deal for "Reaching for the Moon."

●

Keeping four first runs on Broadway supplied with first run product is a job for any distributor. The Warners have discovered it and that's why the Warner Theatre has gone to its present foreign talker policy.

●

They do say the present revival policy at the New York Rialto, now in its first week, will last about two more. After that, what? Time will tell.

●

Fredric March is receiving the same prominence as Nancy Carroll in billing of "The Night Angel," which is opening tonight at the New York Rivoli. P. P. is grooming March for stardom, you know.

●

All difficulties between Ramon Novarro and M-G-M have been patched up and a new agreement has been made.

●

An unique situation exists in the case of Warners and their recording deal with Erpi. Warners have a recording plant of their own (Brunswick), located next door to their Brooklyn studio, but are reported prevented by their contract from doing any recording, theatrical, non-theatrical or industrial, except some synchronizing work.

Fox in Tobis Deal For 10 German Films

LONDON—Fox is understood to have made a deal with Tobis for production of ten talkers in Berlin. The first is reported slated to get under way this month.

Clayton Sheehan, foreign manager for Fox, is en route to London.

State Theatres Dividend

State Theatres has declared a regular quarterly dividend of $2 on preferred stock, payable on July 1 to holders of record June 20.

New Speed Camera Is Shown in France

PARIS—With 30 photographs offered in proof of its practicability, a new motion picture camera which photographs phenomena lasting 1/100,000th of a second has been demonstrated here by the French inventors, M. Labarthe and A. L. Seguin.

G. T. E. Defers Div.

General Theatre Equipment has deferred payment of its regular quarterly dividend of 75 cents on the $3 preferred stock which was to be payable on June 2.

General Market Off; E. K. Drops 4⅛

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4⅝	4½	4⅝	+ ⅛	400
Consolidated Film Industries pfd	13¼	13	13	.....	200
Eastman Kodak	132⅞	126¾	127¼	—4⅛	4,300
Fox Film "A"	17⅛	16⅜	16½	— ⅛	9,000
General Theatre Equipment, new	4	3⅞	3⅞	.....	2,500
Loew's, Inc	42½	40⅛	40⅛	—1⅜	8,200
Paramount Publix	23¾	22⅛	22⅜	—1	12,600
Pathe Exchange	1¼	1¼	1¼	.....	200
Pathe Exchange "A"	3⅜	3⅜	3⅜	— ⅛	100
RKO	13⅞	13	13⅛	— ⅝	11,400
Warner Bros.	7	6⅝	6⅝	— ⅛	4,500

Fractional Change Shown on Curb

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9⅜	9⅛	9⅜	— ⅝	100
Fox Theatres "A"	3	3	3	.....	700
General Theatre Equipment pfd	6⅞	6½	6½	+ ⅛	700
Technicolor	5⅝	5½	5½	.....	400
Trans Lux	6¼	6¼	6¼	— ⅛	500

Bond Issues Advance; P. P. Gains 5

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	32	31⅛	32	.....	4
Loew's 6s '41 ex war	96	95¾	96	+ ¼	3
Paramount Broadway 5½s '51	101	100½	101	.....	3
Paramount F. L. 6s '47	88⅞	85	88⅞	+3⅞	14
Paramount Publix 5½s, '50	79	74	79	+5	17
Pathe 7s '37 ww	83	82¼	83	+ ⅞	14
Warner Bros. 6s '39 wd	39½	39	39½	— ½	20

$100,000 to "Ashcan" in Film Probe

(*Continued from page 1*)

whole affair is a wash-out, and the last has been heard on the report. The $100,000 expense of the probe was mostly in legal fees, traveling expenses and court costs. All companies were represented by at least one attorney due to the possibility of becoming involved.

About the time the report was completed, MOTION PICTURE DAILY revealed that although the investigation was to determine if an illegal combine existed, collecting of evidence on the comparative film rentals paid by Famous Players Canadian Corp. and independents was omitted.

Huge Capital Added To German Industry

WASHINGTON—Two hundred and twenty-six million dollars of new capital were invested in the German film industry during 1924 to 1928, George R. Canty, of Paris, writes to the motion picture division of the Department of Commerce. Less than one-third of this amount was spent on construction of new theatres, Canty reports.

Canada on Upswing, B. F. Lyon States

B. F. Lyon, Canadian sales manager for Warner-First National, is back in New York after having visited Montreal, Toronto and St. John. "The outlook in Canada is bright," said Lyon at the Warner offices. "The tourist season is opening up and it is going to help business very heavily.

"Canadians are pleased over their new tariff bill. It is going to have the effect of bringing a great many more American factories across the border, which will not be a bad thing for the Dominion, and incidentally a good thing for the film industry."

New Serial at Roxy

The Roxy theatre continues to go in for serials in a big way. With the completion of Universal's "Heroes of the Flames," the first of four 1931-32 Universal serials, "Danger Island," will begin showing weekly at the Broadway house. The remaining three serials, "Battling With Buffalo Bill," "Heroes of the Law" and another will follow after "Danger Island."

Jury Chosen in Suit

When Winfield Sheehan's suit against William Fox is called for trial Monday it is expected to proceed immediately, as a jury already has been chosen to hear it. Sheehan is suing for alleged conversion of Fox Film stock valued at $310,000.

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"JOHN BOLES in 'SEED' gives the best performance of the month"

— Photoplay Magazine

"BOLES SPLENDID . . . achieves greatness . . ."—*Los Angeles Express*

" . . . have never seen John Boles do a better portrayal . . ."
—Los Angeles Times

"..best thing John Boles has done."
—Louella O. Parsons, Los Angeles Examiner

"THE BEST PERFORMANCE OF THE MONTH . . . John Boles in 'Seed!'" *—Photoplay for June*

" . . . letter perfect performance of Mr. Boles."
—Marguerite Tazelaar, N. Y. Herald Tribune

" . . . suave, handsome and sympathetic . . ."
—Irene Thirer, Daily News

"A bow, a low bow, to Mr. Boles, the dramatic actor."
—N. Y. American

"John Boles splendid."
—The Film Daily, May 17th

"John Boles to be credited with best performance." *—The Exhibitor*

"Boles handsome as ever . . . is sure of his ground through every reel . . . he is worth seeing."
—Evening Graphic

"John Boles gives a fine, strong performance."
—Bland Johaneson, Mirror

"John Boles gives a sincere performance . . ."—*N. Y. Sun,*

Of course he's a UNIVERSAL star

Watch him in STRICTLY DISHONORABLE

PARAMOUNT





When a real star gives the greatest performance of his career, that means money for exhibitors. HERE *TWO* STRONG DRAWING CARDS—NANCY CARROLL AND FREDRIC MARCH—TOP BY FAR ANYTHING THEY'VE EVER DONE BEFORE! More—Edmund Goulding, creator of "The Trespasser", "The Devil's Holiday" and a score of other successes—rises to inspired heights!

THE BIG SHOWS . . .

Today . . Tomorrow . . Next Season

SMACKS THROUGH WITH GREAT LONG RUN* HITS!

Amazingly Different . . Important . .
Exciting . . The Kind You Need NOW!

"THE NIGHT ANGEL"

starring

NANCY CARROLL
FREDRIC MARCH

With Phoebe Foster, Alan Hale, big cast. Written and directed by Edmund Goulding.

lay "The Night Angel". Play "The Lawyer's Secret", The Vice Squad", "Confessions of a Co-Ed", Ruth Chat-erton's "The Magnificent Lie", "I Take This Woman", The Secret Call", "The Girl Habit", "Women Love Once", Forbidden Adventure", "Honeymoon Lane". All before ugust 1! FEEL THE THRILL OF S. R. O. *NOW!*

Starts June 11th at Rivoli, New York, on *First Long Run!

PARAMOUNT

"Free Soul" Starts Well at N. Y. Astor

Business all along the street was off last week. The week saw the debut of Norma Shearer as a $2 star, her picture, "A Free Soul," succeeding "Trader Horn" at the Astor. The film did well the first five days, considering general conditions, getting $15,184. This week business is holding up well at night, although matinee business is off.

The week saw the closing of the Rialto for asserted lack of quality product. Publication of the story caused somewhat of a storm and is said to have reacted against business at other theatres. The house now is trying revivals with reported indifferent success.

Charlie Chaplin's "City Lights" came back to the Cohan on a subsequent run, catching only $3,084.50. "Seed" moves out of the Rivoli tonight in favor of Nancy Carroll's "The Night Angel." At the Strand, the gross sank to $11,348 on "Gold Dust Gertie," the worst week that house has had this year.

Currently, the Roxy with "Daddy Long Legs," which has been sold heavily on Janet Gaynor as the "7th Heaven" girl, and "Vice Squad," at the Paramount look like the best bets.

Estimated takings for the week ending June 4:

"FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 5 days. **Gross:** $15,184 (June 2-6 inclusive.)

"DAYBREAK" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show, Fred Waring and Pennsylvanians together with Kate Smith. **Gross:** $60,831.

"FIVE YEAR PLAN" (Amkino)
CENTRAL—(910), 50c-$1.50, 7 days. **Gross:** $10,910.

"CITY LIGHTS" (U. A.)
(Return Engagement)
GEO. M. COHAN—(1,500), 25c-50c, 7 days. **Gross:** $3,084.50 (June 1 to 7 inclusive.)

"SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, (2nd week, 7 days. **Gross:** $16,400.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,433.25.

"UP FOR MURDER" (Univ.)
GLOBE—(1,050), 35c-85c, 7 days. **Gross:** $10,500.

"SVENGALI" (Warners)
HOLLYWOOD — (1,549), 65c-85c, 6th week, 7 days. **Gross:** $10,247.

"DONOVAN'S KID" (Radio)
MAYFAIR—(2,300), 40c-$1, (2nd week), 7 days. **Gross:** $16,600.

"THE LAWYER'S SECRET" ,(Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, headliners, Rudy Vallee and his Connecticut Yankees. **Gross:** $61,600.

"THE SHE-WOLF" (Univ.)
RIALTO—(1,904), 40c-$1, 3 days. **Gross:** $2,800 (June 1-3 inclusive.)

"SEED" (Univ.)
RIVOLI—(2,103), 40c-$1, 3rd week, 7 days. **Gross:** $17,400.

"WOMEN OF ALL NATIONS" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $74,800.

"GOLD DUST GERTIE" (Warners)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $11,348.

"THREE LOVES" (Associated Cinemas of America) (German)
WARNERS—(1,490), 35c-75c, 7 days. **Gross:** $5,463.

"THE MALTESE FALCON" (Warners)
WINTER GARDEN—(1,493), 35c-$1, 7 days. **Gross:** $16,692.

Craft Breaks Arm

HOLLYWOOD—William Craft is suffering from a broken arm sustained in an auto wreck.

Walker Honored

Frank C. Walker of New York, general counsel for the Comerford interests and a director of Motion Picture Theatre Owners of America, has been elected one of the eight lay trustees of Notre Dame University. Announcement of his election was made at the annual commencement exercises in South Bend. He was the choice of the Alumni for representation on the Board which governs all of the activities of the university.



Frank C. Walker

Sweeten Orchestra Ousted in Seattle

SEATTLE—Owen Sweeten and his orchestra, a 16-piece musical aggregation that has been prominently featured every week at the Fox Fifth Avenue since that house has been the de luxe long run film house, and similarly featured at the Fox theatre for many months prior to that time, this week felt the effects of the severe retrenchment policy that is now being effected by Fox West Coast Theatres, Inc., in this territory. The band was closed and has been replaced only by a featured organist, Miss Betty Shilton. It is estimated that the abolishment of Sweeten's group will effect a saving of more than $1,000 weekly.

Kleine, Industry Pioneer, Is Dead

(Continued from page 1)

ness in New York, and early in his career the son went to Chicago to engage in a like enterprise, the Kleine Optical Company in Randolph St., long a famous and strategic address in the industry. There in 1895 Kleine came in contact with the labors of Edwin Hill Amet, of Waukegan, Wis., builder of a projector. This led to developments which made Kleine a major figure of the industry in its formative years.

Kleine was a close friend of Thomas A. Edison and was instrumental in formation of the Motion Picture Patents Co. and organization of exchange systems. He also was earliest in the exploitation of features with "Quo Vadis" and subsequent multiple-reel foreign productions.

Kleine in effect retired from the active affairs of the industry at the end of the World War period, although until a year before his death he maintained offices in 45th St. for the maintenance of his extensive records and conduct of his investments. He leaves a considerable fortune, estimated by friends at between three and four million dollars, almost entirely in securities outside the industry.

Kleine is survived by his daughter, Mrs. Bold, and a sister, Mrs. J. J. Thompson, of Bloomfield, N. J. His wife, Beatrice Oldfield Kleine, died in New York in 1923.

Purely Personal

WILLIAM RICCIARDI is in New York from Sorrento, Italy, where he received a cablegram from Carl Laemmle, Jr., asking him to come to the United States to take a test for "Strictly Dishonorable."

HARRY ROSENQUEST, assistant sales manager for Vitaphone short subjects, yesterday left for a tour of exchanges to include Cleveland, Detroit, Cincinnati, Columbus, Pittsburgh and Buffalo.

TERRY TURNER, former director of advertising at Loew's, has joined the Fox Theatres home office staff at New Haven and will handle the campaign on the new cooling plants at the Fox Poli and Bijou.

HARRY SCHEIDKER, Hannibal, Mo., exhibitor, is proud of his son's feat in winning a scholarship at the Hannibal high school. He is said to have attained the highest average in the history of the institution.

RUTH ROLAND, whose last screen appearance was in Sono Art's "Reno," will be the headliner of the vaudeville bill starting Saturday at the New York Hippodrome.

J. D. WILLIAMS has set his new picture, "The Viking," at the Central Park, New York, where it opens June 16.

MRS. I. W. RODGERS, southern Illinois circuit operator, is at Sumter, S. C., on a vacation. Her son, Carson, is running the circuit.

Clara Registering Anger—And How!

(Continued from page 1)

mutual bouquets between Clara and B. P. Schulberg. But Clara hasn't forgotten that statement made by Schulberg in Denver and she thinks he had a lot of nerve for saying she wanted to quit according to a statement made to Florabel Muir, Hollywood correspondent of the *New York Daily News*.

M-G-M has made her an offer, take it from Clara who says she has been paying agency commission to Schulberg ever since the day years ago when he put her into pictures. A lot of water has run under the bridge since that day, but Clara says she has paid and paid. Clara's all hot and bothered over that M-G-M offer.

Hearings Resuming in Vitaphone-Erpi Row

(Continued from page 1)

reports that a settlement has been effected, he said.

Reports have stated that Warners received a "huge sum" in settlement of the complaint. The arbitration proceedings have been held up due to the court activity of Samuel Untermyer, one of the arbitrators. Vitaphone's action, involving millions of dollars, was based on allegation that Erpi was not as diligent as it should have been in manufacture and sale of reproducers, thus cutting down Vitaphone royalties.

Cancellation In Favor of Shorts, Cure

(Continued from page 1)

feature policy, exchanges are reported ready to aid by cancelling out surplus features in favor of an equitable substitution of short subject dates.

Chicago Returns to One Feature Bill August 1

CHICAGO—Double features will sing their swan song here about August 1. At a recent meeting of exhibitors, a ban on double featuring was voted.

Oh, Oh, Publix Goes to Twin Bills in Detroit

DETROIT—This town got something of a surprise and a shock when Publix switched to a double feature policy at the State. Recent declarations were made that the circuit was off twin-bills in Detroit.

First Run Twin-Bills Attacked in Indiana

INDIANAPOLIS—Double featuring by first runs was attacked and exhibitors urged to insert a cancellation clause in contracts permitting withdrawal of any film used as a double feature by a prior run at a meeting here of Associated Theatre Owners of Indiana.

Hays Put Kibosh on D. W.'s 'On the Spot'?

(Continued from page 1)

Hays banned the proposed picture because it was British.

The Hays office has maintained all through the "On the Spot" controversy that the picture was not banned. Efforts to reach D. W. Griffith yesterday were unsuccessful.

"Hell Bound" Is Passed in Chicago

CHICAGO—After four weeks' deliberations the Chicago board of censors issued a permit for Tiffany's "Hell Bound." The picture was released without any deletions, although the censors originally asked that a dozen dialogue cuts be made. On appeal to the police commissioner, however, the exchange obtained a review of the censors' opinion, and the production was approved in whole by Deputy Commissioner James Scanlon, who recommended issuance of the permit without the dialogue deletions. The picture has been booked here by RKO for the Palace.

Gang pictures still in quarantine here include Warners' "Public Enemy" and Fox's "Quick Millions." Censors have reached no decision yet on either picture.

U. S.-F. N. Case Faces Dealy Until October

(Continued from page 1)

there will be a July term this year, which automatically sets back the case until October. John Amen, special assistant to the Attorney General, is handling the case for the government.

"Shipmates" 'Sinners' Top Milwaukee

MILWAUKEE—Business perked up during the week, the big event being the roadshowing of "Dirigible" at Brin's Majestic at a 50 cent low and $1.50 top. The picture was shown twice daily and marks the last production to appear there until the fall.

"Laughing Sinners" at Fox's Wisconsin and "Shipmates" at Universal's Alhambra both enjoyed good business. The Davidson, local legitimate house, is again playing motion pictures and did a fair business with "Up Pops the Devil."

Estimated takings for the week ending June 5:

"SHIPMATES" (M-G-M)
ALHAMBRA — (2,660), 25c-35c-50c-60c, 7 days. **Gross:** $11,000. (Average, $8,000.)

"UP POPS THE DEVIL" (Para.)
DAVIDSON—(1,437), 25c-35c-50c, 7 days. **Gross:** $7,000. (No average available.)

"HELL BOUND" (Tiff.)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"DIRIGIBLE" (Col.)
MAJESTIC—(1,990), 50c-75c-$1.00-$1.50, 7 days. **Gross:** $7,000. (Average, $7,500.)

"WHITE SHOULDERS" (Radio)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $9,000. (Average, $9,800.)

"BEYOND VICTORY" (RKO-Pathe)
RIVERSIDE — (2,180), 25c-35c-50c-60c, 7 days. **Gross:** $14,000. (Average, $13,500.)

"DUDE RANCH" (Para.)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $6,000. (Average, $6,500.)

"THE MALTESE FALCON" (Warners)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $14,000. (New theatre.)

"LAUGHING SINNERS" (M-G-M)
WISCONSIN — (3,275), 25c-35c-50c-65c, 7 days. **Gross:** $16,000. (Average, $13,000.)

Twin Bill Is High Grosser In Providence

PROVIDENCE—Another banner week was chalked up for the Majestic with a double-feature Warner bill, "The Millionaire" and "God's Gift to Women," which grossed close to $13,000. Loew's was fair with "Never the Twain Shall Meet" at $12,000 and the Paramount hit around $8,000 with "Up Pops the Devil." The second week of "Donovan's Kid" at the RKO Victory was down to $2,800 following a good first week at the Albee. With "White Shoulders" the RKO Albee caught $7,500.

Estimated takings for the week ending June 4:

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S STATE—(3,800), 10c-50c, 7 days. **Gross:** $12,000. (Average, $18,000.)

"THE MILLIONAIRE" (Warners) and "GOD'S GIFT TO WOMEN" (Warners)
MAJESTIC—(2,400), 10c-50c, 7 days. **Gross:** $13,000. (Average, $10,000.)

"UP POPS THE DEVIL" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"WHITE SHOULDERS" (Radio)
RKO ALBEE — (2,300), 10c-50c, 7 days. **Gross:** $7,500. (Average, $9,000.)

"DONOVAN'S KID" (Radio)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $2,800. (Average, $6,500.)

It Happened

One of the New York independent exchanges, after shipping a print of one of its pictures to an up-state exhibitor, received the following telegram the next day:

"Have received film. Where are the sprocket holes?"

Clara Packs a Mean Wallop in Indianapolis

INDIANAPOLIS—Clara Bow is still a card in this man's town, it is shown in a compilation of receipts here last week when "Kick In" got $21,000 at the Indiana to lead the town.

Estimated takings for the week ending June 5:

"WOMEN OF ALL NATIONS" (Fox)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $6,000. (Average, $5,500.)

"DUDE RANCH" (Para.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $5,500. (Average, $8,500.)

"KICK IN" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. Publix unit. **Gross:** $21,000. (Average, $20,000.)

"ALWAYS GOODBYE" (Fox)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"DAYBREAK" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,400. (Average, $12,000.)

"Wise Child" Is Best in Off Boston Week

BOSTON—With circus week and commencement week combined, and weather of mid-summer variety, theatres had one of the poorest weeks in months. Most theatres had trouble in averaging business. "It's a Wise Child" with $21,500 at Loew's State rated high, but was considerably behind many other films at the same theatre in the past few weeks. "Shipmates" at the Orpheum and "Seed" for a second week at Keith's fared a little better than some of the others.

Estimated takings for the week ending June 4:

"PARTY HUSBAND" (F. N.)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $18,000. (Average, $17,000.)

"SEED" (Univ.)
KEITH'S—(2,800), 30c-65c, 2nd week, 7 days. **Gross:** $17,500. (Average, $18,000.)

"SHIPMATES" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $21,000. (Average, $20,000.)

"IT'S A WISE CHILD" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $21,500. (Average, $20,000.)

"YOUNG SINNERS" (Fox)
METROPOLITAN—(4,350), 25c-60c, 7 days. Revue. **Gross:** $32,000. (Average, $32,000.)

"WOMEN OF ALL NATIONS" (Fox)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"QUICK MILLIONS" (Fox)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross:** $14,500. (Average, $15,000.)

"WOMEN OF ALL NATIONS" (Fox)
UPTOWN—(2,000), 25c-60c, 7 days. Gross: $12,000. (Average, $12,000.)

First Honors In Charlotte To "Svengali"

CHARLOTTE—Continued good weather helped box-offices last week with "Svengali" doing real business at $5,000. This was $1,250 above the house average, real do-re-mi at this time of year.

Estimated takings for the week ending June 6:

"SUBWAY EXPRESS" (Col.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,500. (Average, $3,750.)

"SVENGALI" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $5,000. (Average, $3,750.)

"THE LAWYER'S SECRET" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $5,500. (Average, $5,500.)

"WOMEN OF ALL NATIONS" (Fox)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $5,250. (Average, $5,500.)

"Women of All Nations" Tops Buffalo Runs

BUFFALO—Weather was too fair and hot, so business was terrible. The Great Lakes and Century did better than expected, although business was below average. "Women of All Nations" did the best comparative business.

Estimated takings for the week ending June 5:

"INDISCREET" (U. A.)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show, "Winging Home." **Gross:** $21,000. (Average, $25,000.)

"SVENGALI" (Warners)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $10,000. (Average, $12,000.)

"WOMEN OF ALL NATIONS" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. **Gross:** $21,000. (Average, $22,500.)

"PARTY HUSBAND" (F. N.)
HIPPODROME—(2,100), 25c-50c, 7 days. Five acts RKO vaude. **Gross:** $17,800. (Average, $20,000.)

"EX-FLAME" (Liberty)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $11,000. (Average, $12,000.)

'Bad Sister's' $11,000 Good For Houston

HOUSTON—"Bad Sister" was good enough to lead the town, although it did only average business. Loew's State hit bottom with "Never the Twain Shall Meet," grossing $7,000, which is $4,000 below the normal figure.

Estimated takings for the week ending June 4:

"FATHER'S SON" (F. N.)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $9,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S STATE—(2,700), 25c-40c-60c, 7 days. Vaude; orchestra. **Gross:** $7,000. (Average, $11,000.)

"BAD SISTER" (Radio)
MAJESTIC—(2,550), 25c-35c-50c-60c, 7 days. Vaude, orchestra, local kiddie revue. **Gross:** $11,000. (Average, $11,000.)

"PARTY HUSBAND" (Warners)
METROPOLITAN—(2,512), 25c-40c-60c, 7 days. Publix unit, Nick Lucas in person, orchestra. **Gross:** $10,000. (Average, $11,000.)

'Lights' Dives In Montreal On Dual Bill

MONTREAL—One of the features of the local week was that "City Lights" played as half of the twin bill with "Fighting Caravans" at the Strand, 750 seats, and between the two they raised a bare $3,800, which was below the average line. This was the second run for the Chaplain picture after the recent special three-week engagement at the Princess. The fact that no children can attend a picture show in Quebec has helped to reduce the Chaplin following. "City Lights" was doubled up without objection by United Artists.

The second week of "The Front Page" at the Princess was down to $9,000, after a first week of $15,500. "Tarnished Lady" was worth $12,000 at the Palace Theatre, which is almost always the high spot of the town, but this total was $2,000 under average. "Behind Office Doors" and vaudeville at Loew's were fairly good at $11,500, as against an average of $13,000.

Estimated takings for the week ending June 5:

"CHARLIE CHAN CARRIES ON" (Fox) and "THREE GIRLS LOST" (Fox)
CAPITOL—(2,670), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"THE GREAT MEADOW" (M-G-M) and "CAN LOVE DECIDE?" (Warners)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $4,000. (Average, $5,100.)

"BEHIND OFFICE DOORS" (Radio)
LOEW'S—(2,982), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $11,500. (Average, $13,000.)

"TARNISHED LADY" (Para.)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,000. (Average, $14,000.)

"THE FRONT PAGE" (U. A.)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $9,000. Second week. (Average, $13,000.)

"CITY LIGHTS" (U. A.) and "FIGHTING CARAVANS" (Para.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,800. (Average, $4,000.)

All Oklahoma City Theatres Hit Dull Thud

OKLAHOMA CITY — Something is taking box-office receipts for a ride here—and the depression is getting the blame. Every picture in town went $1,000 or more below average, "Women of All Nations" sinking $2,000 under normal.

Estimated takings for the week ending June 5:

"PUBLIC ENEMY" (Warners)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $5,400. (Average, $7,000.)

"BEHIND OFFICE DOORS" (Radio)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $6,500. (Average, $8,000.)

"CAPTAIN THUNDER" (Warners)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $600. (Average for week, $3,000.)

"GOOD BAD GIRL" (Col.)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $800. (Average for week, $3,000.)

"WOMEN OF ALL NATIONS" (Fox)
MID-WEST—(1,500), 10c-35c-50c, 7 days. **Gross:** $5,500. (Average, $7,500.)

"SIX CYLINDER LOVE" (Fox)
WARNER—(1,700), 10c-35c-50c, 7 days. Vaude. **Gross:** $6,600. (Average, $7,600.)

2nd TREMENDOUS WEEK

ROXY

Audiences demand more

GAYNOR *and* BAXTER

Daddy Long Legs

"Rates as a Smash" - Variety

again

FOX FILM CORP. BOX OFFICE

smash!

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 10 | NEW YORK, THURSDAY, JUNE 11, 1931 | TEN CENTS

Unit System Seen Way To Prosperity Return

William Fox Off Fox Film Directorate

Removal Kills Report He Was Again to Be Active

Removing one of the last vestiges of William Fox's active connection with the company, new directors of the organization were elected at a perfunctory meeting of stockholders Wednesday. The board of directors shaved the dividend to $2.50 annually declaring a quarterly payment due July 15 to stock of record June 30.

With William Fox off the directorate, his only connection with the

(*Continued on page 7*)

Seven States Left In Tax Situation

Illinois, Ohio, and Wisconsin in the North. Alabama, Texas, Mississippi and Georgia below the Mason and Dixon line. These are still the danger zones—legislatively—for the picture business.

Between now and June 20 the worry over what may happen will probably develop into a sizeable head-

(*Continued on page 7*)

Chi Operators Turn Over Files Today

CHICAGO—Records of the operators' union today will be surrendered to the state's attorney following a $100 contempt fine levied against Union President Reynolds for failure to turn over the records previously.

A Miss

NANCY CARROLL has been climbing steadily up the ladder of box-office draw, but "The Night Angel" (Paramount) probably will set her back plenty. It's comedy although it doesn't intend to be funny and a Broadway audience guffawed and applauded at its "serious" sequences at the Rivoli Wednesday night. An implausible story, greatly overacted with the big scene, when the hero kills the heavy with a nail file (believe it or not), taking down the house. Nancy is pretty to look at and Fredric March is good, but that's about all.

KANN

Dr. De Mille's Diagnosis:

"There are brilliant minds at the head of this industry and its leaders are astute business men. I am confident of their ability to bring the industry out of its present crisis.

"The heads of the industry are worried, but so are the heads of other businesses. The motion picture industry was in a precarious position before the financial crash.

"Hollywood in its pruning process must be sure not to remove the vital organs of the picture business.

"New production methods must be evolved and employed, otherwise a lot of 'red bandages and ice' are going to be used.

"We are in the show business now and mass production cannot prevail. More minds must decide upon screen entertainment and specialization resorted to, for the public no longer will go to a theatre just to see any picture.

"Screen drama of the future must be furnished by something else than a gun and a bedspring.

"The 'big' picture of the sound era has not been made. 'Cimarron' probably was the closest approach to it."

Brothers Putting Money Back In, Jack Warner Says

HOLLYWOOD—Harry, Jack and Albert Warner are "putting back cheerfully" the money they have taken out of the business; the company has at its disposal ample funds and its position is "solid and secure," states Jack L. Warner. The company, he says, is meeting the present situation with certain economies which are "simply those any well run business endeavors to effect."

Tri-State Seeks 90 Days Protection

Minimum protection of 90 days over houses charging ten cents admission day or night, plans for establishment of a poster exchange to sell paper to members at cost and protest against pictures with unhappy endings highlighted the annual convention at Memphis of the Tri-State exhibitor unit, according to a report to the M. P. T. O. A. in New York from President M. A. Lightman.

One of the large distributing firms plans to copyright posters and other exploitation material, the convention stated and in protesting outlined the alternative of establishing its own exchange to sell to members at cost.

(*Continued on page 2*)

Arthur Reported Out, But It's News to Him

Current up and down Broadway yesterday were reports Harry Arthur was about to resign as general manager of Fox theatres in the Eastern half of the country.

Arthur denied the story of his resignation and said to MOTION PICTURE DAILY yesterday:

"When am I supposed to quit?"

Milder to England; Smith Successor

Max Milder, eastern sales manager for Warners, has been made managing director for the company's interests in England. His appointment was made by Sam E. Morris, vice-president and general manager, after a series of transatlantic telephone con-

(*Continued on page 7*)

E. K. Develops New Patching Method

ROCHESTER, N. Y.—Eastman Kodak has developed a new method of sound track patching and splicing. A material consisting of very thin clear film base, coated with emulsion and ex-

(*Continued on page 7*)

De Mille Believes Mass Production Must Yield To Specialization

Abandonment of mass production and the substitution of unit picture making were advocated by Cecil B. De Mille, veteran producer and director, as a means to "bring the industry out of its present dilemma" in an interview yesterday with MOTION PICTURE DAILY.



Cecil B. DeMille

"The time is gone," De Mille said, "when a few men can sit around a table and decide upon 50 or 60 successful pictures for a season. We are in show business now and are going deeper into it every day. Producers who can make more than a few hits a year are rare, and we must realize that fact, evolving new production methods to meet the situation."

Heads of the industry are worried, De Mille continued, "but so are the heads of other businesses." He expressed "complete confidence" in the

(*Continued on page 7*)

Clara Won't Sign For "6 Months or So"

HOLLYWOOD—Clara Bow will not sign a new contract for "six months or so" or until she feels sufficiently recovered to return to work, she says. She denied any offers from M-G-M or Hearst, but the *Hollywood Herald* here has been advised that Hearst is interested. B. P. Schulberg refuses comment on the statement attributed to Miss Bow that he has taken a cut of her salary ever since he put her into pictures. When she does return she will free lance, Bow said.

Zanft Out as V.-P. Of Trans-Lux Unit

John Zanft yesterday resigned as vice-president of the Trans-Lux Movies Corp. He said he had no comment to make about future plans.

Efforts to reach Courtland Smith regarding Zanft's successor were unavailing.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 11, 1931 No. 10

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

The War's Over

THESE are bargain days up and down the land. Sixty dollar suits don't cost that any more. Butter, eggs and other food commodities are cheaper. In other words, the war's over.

One way of meeting the situation in this industry is to cut prices. This has been done in more directions than is perhaps generally known. Today the general impression among those whose business it is to watch such matters is that there isn't much more to be done that way.

BUT what smart showmen are doing is this:

They are analyzing features as rarely they have before. They are weighing the kind of program to build around each feature in order to reach maximum entertainment quality. They are ditching mediocre shorts and mediocre features as well in favor of the best their booking arrangements can provide.

Necessity is the prompter, but regardless of the reason, the practice is the smartest kind of showmanship. You fellows who want to know what to do, have an answer in this.

THE realization is growing that it is far better to shunt sleepers off the screen and pay for them, if necessary, than to take a chance in watching that box-office gross slide and slide to the point from which there is no recovery.

KANN

Off the Record

CARL LAEMMLE extended financial assistance to Allied States Association in the deal under which that organization recommended that all possible consideration be given to Universal product this year to keep competition alive in the industry.

In return for this assistance, the various Allied units are permitting a Universal representative to address their state gatherings. No effort is made to sell the product, the members being asked only to give it careful consideration with stress placed on Carl Laemmle's long service in the independents' cause.

●

One of the reasons Paramount is said to have discontinued sponsored shorts is that a number of exhibitors preferred the ad shorts to company's line-up of regular shorts. Now that the ad propositions are out of the way, salesmen are reported breathing easier since there's neither any "ifs" nor "ors" any more.

●

Edward Sedgwick and Howard Hughes have agreed to disagree on the "Sky Devils" story, so Sedgwick will not direct the picture. There's no hard feelings. Sedgwick's just off the picture. He will start another for Hughes in a few weeks.

●

That $250,000 auditorium and theatre to be endowed by Harry M. Warner in memory of his late son, Lewis, nestles close to the heart of the Warner-First National president. Those who know H. M. and the great affection he held for his son expected something of the kind. Lewis attended school at the Worcester, Mass., Academy and it is there that the proposed memorial will be erected.

J. Real Neth Taken For Ride, Returns

COLUMBUS—After mysterious telephone calls, J. Real Neth, Columbus circuit operator, was abducted at midnight by two men in an automobile and thrown from a machine near Marion, 50 miles distant. His injuries were not serious. For some time there have been labor troubles at the Neth houses, all of which are on an open shop basis.

New RKO Pathe Star

HOLLYWOOD — Charles R. Rogers, RKO Pathe production head, has selected Tom Keane to star in six westerns. These pictures will be made at an outside studio.

Patterson Joins Warner Theatres

Willard C. Patterson, veteran Publix executive in Atlanta and the Southeast, on Monday assumes an executive post with the Warner theatre department at the home office. His appointment was made by Dan Michalove, head of the circuit.

Fire Law Hearing

Mayor Walker will hold a public hearing within the next few days on the new fire ordinance for New York theatres. The ordinance provides for increase of 45,000 feet of film in projection booths, handling of film in transportation and retention of drapes on theatre walls.

Stocks Show Gain; E. K. Up 5

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4½	4¼	4½	— ⅛	400
Consolidated Film Industries pfd	13¼	12⅜	12½	— ½	1,000
Eastman Kodak	132¼	127	132¼	+5	3,600
Fox Film "A"	17¾	16¼	17½	+1	21,800
General Theatre Equipment new	4	3¾	3⅞	.....	2,100
Loew's, Inc.	42¼	40	42	+1⅞	6,000
Paramount Publix	23¼	22	22⅞	+ ½	9,600
RKO	13⅝	12⅝	13⅝	+ ½	8,400
Warner Bros.	7	6⅝	7	+ ⅜	5,100

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9¼	9¼	9¼	— ⅛	100
Fox Theatres "A"	3	2⅞	3	.....	700
General Theatre Equipment pfd	7	6⅝	6⅞	+ ⅜	800
Sentry Safety Control	1	1	1	— ⅛	300
Technicolor	5¼	5¼	5¼	— ¼	300
Trans Lux	6⅜	6	6⅜	+ ⅛	1,100

Bonds Advance; G. T. E. Jumps 4

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	31½	31¼	31½	+4	51
Loew's 6s '41 ex war	96	96	96	....	1
Paramount Broadway 5½s '51	101⅛	100⅞	101⅛	+ ⅛	7
Paramount F. L. 6s '47	91	87	91	+2⅛	22
Paramount Publix 5½s '50	80¼	78	80	+1	29
Pathe 7s '37 ww	83	82	82	—1	4
Warner Bros. 6s '39 wd	40¾	38½	40¾	+1¼	140

Purely Personal

MICHAEL L. SIMMONS, he of Sono Art "six syllable" fame, gets a kick out of doing publicity for "First Aid," for Michael is the author of the yarn. He says Sono's latest gag is nabbing a curiosity-seeking crowd as extras for the picture.

"BILLY" FERGUSON has done it again. This time he has posted 40 140 sheets in Greater New York in addition to the other big splashes he has made on "A Free Soul." Phil De Angelis is handling the posting.

AL BLUM, of Warners tax recording department, is the proud daddy of a daughter, which arrived on the fourth anniversary of his wedding. Mrs. Blum is doing nicely at the Memorial Hospital in Brooklyn.

SIDNEY E. SAMUELSON, president of the New Jersey exhibitor unit, gets a kick out of tales of reported dissension in the ranks of his organization. "Sid" finds everything quiet on the Rapidan.

HARRY BUXBAUM is having his New York exchange done over. It'll look like a bank when the work is completed, Harry says. And there's no doubt about it if you've seen what's going on.

LEWIS W. FLAUNLACHER, veteran member of the Motion Picture Club and prominent in New York real estate circles, is dead.

JOE KELLY, of Warners-First National, is passing the cigars around for the third time. The latest arrival is a boy.

RALPH CLARK, general manager of Warners-First National Australian and New Zealand branches, is in New York.

Tri-State Seeks 90 Days Protection

(*Continued from page 1*)

Praise was bestowed upon the M. P. T. O. A. for its work in securing reduction of service charges from Erpi.

President Lightman plans to attend opening of the Southeastern Theatre Owners convention June 15 and 16 at Atlanta.

W. E. Cuts Dividend

With declaration of 75 cents dividend, payable June 30 to stockholders of record June 25, Western Electric has reduced the annual disbursement from four dollars to three.

Consolidated Dividend

Consolidated Film Industries on July 1 will pay regular quarterly dividend of 50 cents on the preferred stock to holders of record June 19.

O'Brien to Coast

Pat O'Brien leaves for the Coast Tuesday to play opposite Irene Dunne in "Constellation Mary" for RKO. He has just finished the lead opposite Nancy Carroll in "Personal Maid."

Seeks Lupe Velez

Earl Carroll is reported seeking Lupe Velez for the new production of "Vanities."

KEEP KISSABLE *in 1931-32!*



Miss Prosperity

HERE'S HOW TO GET THE SMACKERS NEXT SEASON!

Following is Revised List of M-G-M Pictures in 1931-1932

30 STAR PICTURES

MARION DAVIES (2)
NORMA SHEARER (2)
GRETA GARBO (2)
JOAN CRAWFORD (2)
JOHN GILBERT (3)
WILLIAM HAINES (3)
BUSTER KEATON (2)
ROBT. MONTGOMERY (3)
RAMON NOVARRO (2)
WALLACE BEERY (2)
LAWRENCE TIBBETT (1)
LUNT-FONTANNE (1)
LAUREL-HARDY (1)
COSMOPOLITAN (4)

Special Information Forthcoming About
Marie Dressler Productions

13 EXCEPTIONAL PICTURES

FLYING HIGH
THE CHRISTIAN
BOARDING SCHOOL
THE AWAKENING
NIGHT COURT
RED HEADED WOMAN
BRIDGE VS. BRIDGE
AFTER ALL
ARSENE LUPIN
THREE WISE FOOLS
GUILTY HANDS
THE SQUAW MAN
HONOLULU

5 "MARQUEE" Productions

Five Big Productions attuned to the psychology of the entertainment hour!

The Crowning Glory of METRO-GOLDWYN-MAYER (May 7th)

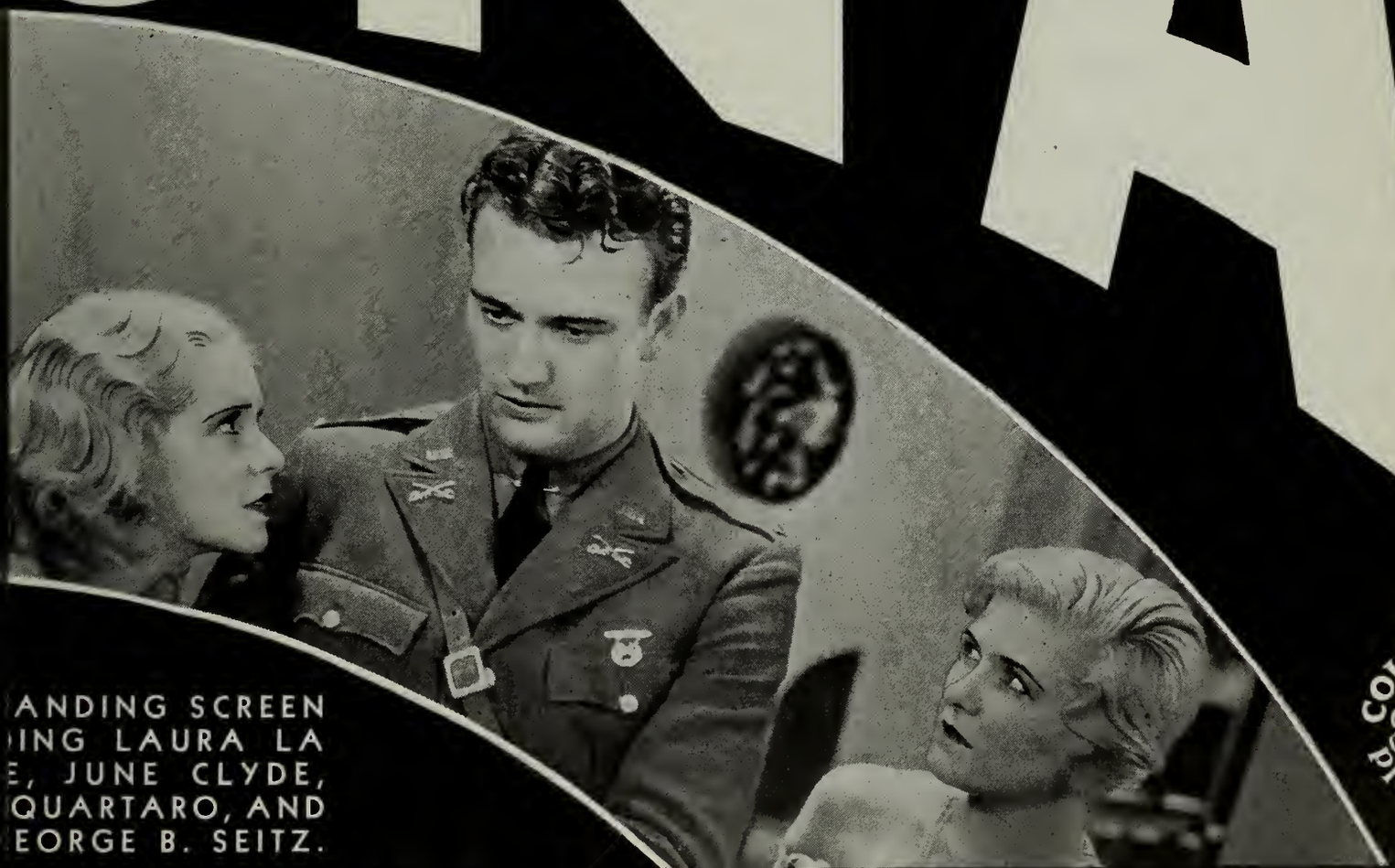

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AUGUST
FAMOU
MODERN
BEAUTI
ARIZ
COLUMBIA
PICTURES
WITH A CAST O
PERSONALITIES,
PLANTE, JOHN
FORREST STANLE
OTHERS. DIRECTE
ANOTHER SMASH HIT FRO

TAGE—NOW
E SCREEN!



IOMAS'
Y OF
LIFE AND
OMEN!

ONA



ANDING SCREEN
ING LAURA LA
E, JUNE CLYDE,
QUARTARO, AND
EORGE B. SEITZ.

COLUMBIA PICTURES

DEPENDABLE COLUMBIA

THE HOLLYWOOD HERALD

Now has come a new publication to serve especially Hollywood as the creative community of the motion picture  It is new but comes into being with all of the large background of experience and the unparalleled resources and world wide representation of the Quigley Publications with their sixteen years of constructive successes.

William Fox Off Fox Film Directorate

(*Continued from page* 1)

company he founded is as chairman of the "phantom" advisory board, which was declared formed when Fox sold his holdings, but which never has met. This is seen as spiking recurring reports that Fox was going back into the company in an active capacity.

In announcing the dividend, President Harley L. Clarke, issued a prepared statement declaring that he hoped the $4 dividend rate would be resumed in the third quarter and declared that under the new system of budgeting production he expects more than $3,000,000 annually can be saved. The plan has been in effect five months.

Clarke presided at the meeting, which, scheduled for 2 P. M., did not start until 3:30 due to the board meeting. Clarke, from the chair, responding to a stockholder's query, said he had nothing to add to his printed annual report.

In addition to William Fox, C. B. Stuart and Ernest Niver of Halsey, Stuart & Co., which recently retired as bankers of the company, Albert H. Wiggin and Cornelius Vanderbilt head the new directors added to the board. New officers of the corporation are to be elected in about a month.

E. K. Develops New Patching Method

(*Continued from page* 1)

posed to produce opacity is used in the operation.

The patches are five perforations long and are cut in a shape designed to cover the track completely for a distance equal to the width of a standard splice but tapering toward each extremity until the sound track is entirely exposed. When a properly mounted patch passes through the reproducer the light reaching the photoelectric cell from the sound record is reduced gradually to an insignificant intensity and so continues until the splice has passed, after which the light passing through the sound record gradually attains its original intensity. This eliminates extraneous noises.

Mounting of the patch, after completion of the splice, is very similar to the splicing process. Pressure clips for holding the film in place are unnecessary since one stroke of a camel's hair brush is sufficient to supply cement to the shiny side of a patch, which comes into contact with the shiny side of the film. It takes five seconds for the cement to dry, Eastman Kodak says.

Roach Reopening Set

HOLLYWOOD—Hal Roach's studio will reopen Monday after a week's layoff. Under the new plan, the studio is to close one week after each five weeks' of activity.

Replaces Sedgwick

HOLLYWOOD—Tom Buckingham has replaced Edward Sedgwick as director of Howard Hughes' "Sky Devils."

New Fox Directorate

HARLEY L. CLARKE, President, Fox Film Corp.
ALBERT H. WIGGIN, Chairman of the governing board of the Chase National Bank of the City of New York.
CORNELIUS VANDERBILT, Capitalist.
PHILIP R. CLARKE, president, Central Trust Company of Illinois, Chicago.
FRANK O. WATTS, Chairman, board of directors of First National Bank of St. Louis.
GEORGE M. MOFFETT, president of Corn Products Refining Co.
MATTHEW C. BRUSH, president, American International Corp.
C. W. HIGLEY, president, Hanover Fire Insurance Co.
WINFIELD SHEEHAN, vice-president and general manager, Fox Film Corp.
DAVID K. E. BRUCE.
EDWARD R. TINKER, president, Interstate Equities Corp.
SAMUEL W. FORDYCE, Fordyce, Holliday and White, attorneys.

Seven States Left In Tax Situation

(*Continued from page* 1)

ache, but on that date sessions in five of these seven states adjourn; Alabama runs on with no terminating date set while Georgia gets under way on the 24th. A number of matters have piled up in Alabama where legislators meet only once in four years, a practice peculiar to that state alone among the 48.

Connecticut law-makers called it a day the other day, and closed their deliberations without enacting any legislation held inimical to the industry.

Nebraska in a Special Session; No Tilts Seen

LINCOLN, Neb.—A special session of Nebraska law-makers is under way here, the regular session having closed in April. The governor and the legislative groups haven't hit it off any too well on the matter of appropriations and the new session has been called to do something about it. No measures considered adverse to the film industry are on tap.

"Reasonable Tax" Still Hangs Over Fla. Houses

JACKSONVILLE, Fla.—That "reasonable tax" favored by Governor Carton in order to raise some of the money the state of Florida requires for day-by-day operations still hangs as a cloud of gloom over exhibitors. Just what the governor considers "reasonable" remains to be seen, but it may take the form of a tax on theatre admissions. Such a levy, showmen continue to maintain, will darken additional theatres, this time permanently.

"Victory Is Ours," Is The Cry in Wisconsin

MADISON, Wis.—Exhibitors have passed through one of the stiffest legislative battles in years and are emerging victorious from all indications. Daylight savings time will be outlawed in Wisconsin if the governor approves a bill concurred in by the senate.

The senate voted 20 to seven for the bill introduced by Assemblyman George Hampel, Milwaukee, which provides that no person operating a place of business "shall use another than the standard time." It carries a penalty of $25 to $500 and ten to thirty days.

On June 4, the bill providing for an operator for each motion picture projector was read a second time in the senate and indefinitely postponed. The senate then refused to reconsider the vote by which it was indefinitely postponed, which means the death of this bill. A somewhat similar measure introduced earlier into the assembly was withdrawn.

Milder to England; Smith Successor

(*Continued from page* 1)

ferences with H. A. Bandy, general manager of foreign distribution.

Milder, who has been in the industry 25 years in the exhibition and distribution fields, joined Warners five years ago. Bandy, who is making a survey of Warner properties on the Continent, will induct Milder into his new office. Bandy will complete his work abroad in about three months.

Smith to Combine East with South

Andy Smith, veteran Warner and First National sales executive, will take over Milder's duties as eastern sales manager, under Claude C. Ezell. Smith for some time has been southern sales manager and he is expected to incorporate these duties with his work in the eastern division. Smith came to Warners in the merger with First National.

Two Postponed Golf Tourneys On Today

Weather permitting, two golf tournaments slated for yesterday get under way this morning.

One is *The Film Daily's* party to be held at Fenimore, near White Plains. The other is the annual RKO tournament to be held at the Westchester Biltmore. The latter will be a two-day affair climaxed by a dinner at the clubhouse tomorrow night. RKO, Radio Pictures, RCA Photophone and RCA, the parent company, will be represented to the total tune of 80.

Little Television Advance Is Seen

CHICAGO—Although much was claimed for television at the annual Radio Manufacturers' Association exhibit, current at the Stevens Hotel here, very little improvement is seen by distributors in commercial-type televisors demonstrated at the exhibit over the same type equipment of six months ago.

Unit System Seen Way to Prosperity

(*Continued from page* 1)

ability of industry leaders to bring the business through its present crisis.

De Mille paid high tribute to industry leaders in declaring:

"We may have our quarrels and misunderstandings, but we have at the head of this business clever men and they are sure to come out on top in the present situation.

"Even before the current depression," said the producer, "motion pictures were in a precarious position. The novelty of sound had worn off and pictures were being ground out with a sameness that was keeping people away from theatres. Now, a new production system must be evolved. I don't believe the public any longer will patronize pictures with three and four character casts. And it's time that something besides a gun and a bedspring furnish our drama."

Those producers who realize the new technique of sound pictures, he said, "will steer the ship past the reef into the calm waters beyond, while those who do not will founder, just as the ship Harvard foundered. It will take a long time for the waves to batter the ship to pieces, because it's a strong ship."

Hollywood should take care in its economy moves now under way to avoid cutting away the vitals of the picture business, he continued. He cited the comparison of the Chinese general who, finding the war he was waging cost more than his resources, abolished his commissary with a result that many of his soldiers starved and the rest were quickly annihilated by the enemy.

De Mille says that he is free from all alignments and affiliations and has no definite future plans. He may determine upon them while in Europe, or may wait until his return to this country in the winter. He denied that he has any plan to make a picture to be financed by public subscription and, in commenting on reports he might make a picture based on the Crusades, the fall of Rome or the Flood, declared that all are interesting subjects.

The director, who received the degree of doctor of literature at Pennsylvania Military College Tuesday, sails from New York June 24. He plans to spend a month in Russia upon invitation of the Russian government, to study of his ancestry in Holland and will wind up his scheduled itinerary at Constantinople in October. Mrs. De Mille is accompanying him.

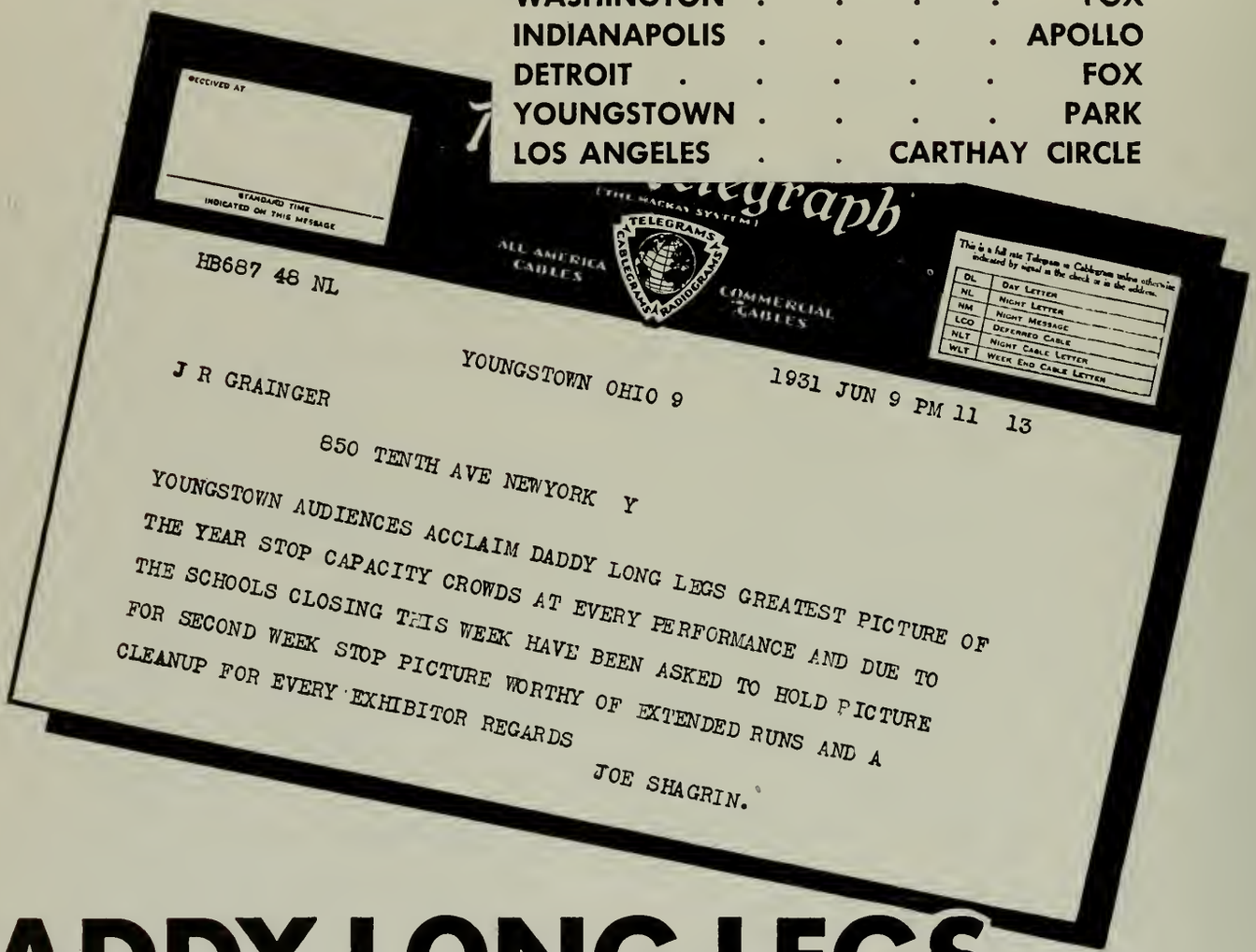
Sunken Glass Walks, H. B. Franklin's Plan

HOLLYWOOD—Innovations to be introduced at Hughes-Franklin's automat studio theatre on Hollywood Blvd. are sunken glass sidewalks, which will permit pitching of the floor and enable passersby to see the refrigerating plant.

"Greatest Picture of the Year"

held over 2nd week

NEW YORK	ROXY
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WASHINGTON	FOX
INDIANAPOLIS	APOLLO
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DADDY LONG LEGS

with

JANET GAYNOR

WARNER BAXTER

UNA MERKEL **John Arledge** **Claude Gillingwater, Sr.** **Kathlyn Williams**

From play by **JEAN WEBSTER** *Directed by* **ALFRED SANTELL**

FOX

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Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 11 NEW YORK, FRIDAY, JUNE 12, 1931 TEN CENTS

Jesse Lasky "Entrenched" At Paramount

More Active in Producing Than in Last 4 Years

Jesse L. Lasky is more firmly entrenched in Paramount than ever and is more active in production than he has been at any time during the last four years, MOTION PICTURE DAILY is informed from a reliable source.



Jesse L. Lasky

That is the answer to reports that Lasky is retiring from active charge of production. On the contrary, he has a firm hold on the reins of production, with B. P. Schulberg as production executive chief at the East and West Coast studios.

During recent months there has been a cross-fire of comment on internal affairs of Paramount. These culminated recently in report that Walter Wanger is retiring from the executive personnel and that all production is to be moved to the Coast.

William Hamm, 3rd F.&R. Partner, Dies

ST. PAUL—Death has claimed the third partner of the former Finkelstein & Ruben circuit, all of whom died within the last few months. The last of the trio is William Hamm, backer of the circuit and one of the Northwest's wealthiest men, who died Wednesday night of heart disease, the same malady which claimed the lives of his late partners. He was 72.

Hamm was born here, the son of

(*Continued on page 6*)

Writers Act

HOLLYWOOD — Recommendations will be sent to producers by writers in an effort to eliminate repetition of the situation in the P. G. Wodehouse "salary fiasco" in which he allegedly was paid $104,000 to write a story none of which was used on the screen.

What Price Glory?

George Kleine, one time power in the picture business, was buried Thursday from a drab funeral parlor at 113 E. 87th Street. Present were four or five women, advanced in age, and exactly two film men. One was Larry Giffen, play broker who sold Kleine plays when the later was active in production, and the other, Harry Cohen, well known in the export field and in 1906 Canadian manager for the George Kleine Optical Co.

Fox Company Morale Takes Upward Turn

With the atmosphere of doubt cleared by action of the stockholders in removing William Fox from the board of directors, thus defining and emphasizing the position of President Harley L. Clarke, Fox Films has cleared the decks for action with morale at a high pitch.

Recent weeks have found a number of conflicting reports in circulation. Report was that Clarke was to retire as company president and that William Fox probably would return to lead the firm again. These

(*Continued on page 2*)

Film Golf Tourney Over With a Bang

Chalk up one of the best golf tournaments held by the *Film Daily*. The 19th tourney was by far the best of any yet held and every one at the Fenimore Club at White Plains yesterday was loud in his praise at the success of the affair and the manner in which the committee handled it. It was a swell party and it went over with a bang. The morning rain didn't dampen the ardor of the early birds. About 125 attended the festivities with the banquet in the evening highlighting the event.

Jack Alicoate opened the banquet

(*Continued on page 6*)

$307,500 Asked in "U" Story Action

LOS ANGELES—Damages of $307,500 are asked from Universal in a suit brought by Otto A. Peters, director-writer, for his services in writing a story which he says belongs to him and now is held by Universal.

Studio Not Closing, Jack Warner Says

HOLLYWOOD—Warners does not plan to close its studio now or at any other time, states Jack L. Warner.

Independents Seek Futilely For Theatres

Lack of available New York theatres is more pronounced now than ever before. Independents are in the market for theatres in great numbers, with houses at a premium. The trend is in contrast with two years ago when Fox was in its buying heyday and exhibitors were anxious to sell. Today Fox is doing the selling—what little there is—and independents are evincing a greater demand for houses than since the period prior to turnover of the industry from silent to sound.

Exchange managers are being approached daily by exhibitors out for theatres, and are being asked to keep them in mind if they hear of anything. The New York Film Board of Trade has several requests on file from exhibitors looking for theatres, with

(*Continued on page 6*)

Goldberg Returns To Indie Field

Jesse Goldberg has returned to independent production having signed contracts to produce eight features for Hollywood Pictures Corp., of New York. In addition, Goldberg also will make two pictures for another company. All will be made on the Coast.

The pictures to be made for Hollywood are: "Lovebound," by James Gilbert; "The Mystery of Judge le Garde," by Oscar Schultz; "The Solitary Sin," by Victoria Beale; "Home Sweet Home," based on the song of

(*Continued on page 6*)

'U' to Place Serials in Fox, Loew Houses?

Universal is negotiating with the local Fox and Loew circuits for its four new serials. The deal follows close on the heels of the Roxy agreement and calls for showing in 50 of the 70 Fox houses and 40 Loew theatres. Each circuit will get two serials.

Exhibs Raise Defense Fund To Fight Pact

Money Will Be Used on Contract Test Case

GRANVILLE, Ill.—Exhibitors in this territory are raising a defense fund, it is reported, to continue the test fight on the legality of a contract used by United Artists. First round in the fight was won by United Artists when a jury here awarded judgment for the full amount of the claim, declining to consider the Thacher decree as having a bearing in the case.

In finding for the exchange, the jury held that the exhibitor had evidenced bad faith in not notifying the exchange that he had resumed business after closing his theatre temporarily for the installation of sound equipment in January, 1930, so that picture shipments might again be resumed. Lloyd J. Scriven, attorney

(*Continued on page 6*)

Operators Take Cut In Oklahoma City

OKLAHOMA CITY—Forty-three operators of Union 380, MPMOA, have offered theatre managers here and in Chickasha, Okla., to take a wage cut during the summer months. The move on the part of the operators was voluntary, according to J. M. Shelton, president of the local.

The wage cut will go into force this week and will remain in force until September 1. The operators

(*Continued on page 6*)

"Ride" Threat Fails To Scare J. R. Neth

COLUMBUS, O.—A little thing like a "ride" is not going to change determination of J. Real Neth, local circuit operator, to run his theatres as he sees fit and the Neth houses will continue on an open shop basis. Neth was abducted by two men, driven

(*Continued on page 6*)

Smot Creck

Current wisecrack on the Paramount eastern lot, which is scheduled to close permanently soon:

"I'll Wanger I'll Lasky longer than you will."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 12, 1931 No. 11

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Dead to Rights

RIGHT up the alley that this column has been shooting into is Cecil De Mille's slant on what's wrong with production. The factory idea is all wet, if the method places all of the responsibilities on one set of brains. This is his argument and with it we concur.

The man, in this business or out of it, who can spot thirty or more successes a year hasn't been found and humans being what they are, probably never will. The system, as it stands today, cannot succeed because it attempts to draw from one individual more than that single mind can supply.

ILLUSTRATING producer experience in efforts to obtain a steady flow of believable story material is "White Shoulders," now passing out at — and from — the Mayfair. It's pretty shoddy stuff.

Here you get a pleasant mixture of bigamy, robbery, adultery, blackmail and murder in an attempted blending that refuses to blend. The story of "White Shoulders" (Radio) is loaded with improbabilities and crudities and the performances of Mary Astor, Jack Holt and Ricardo Cortez, it seems, reflect the hopeless odds they had to combat.

Inexpert material and ineffectual direction, coupled with a type of yarn that is "out" for family trade, preclude this picture from entry into the success division.

KANN

Purely Personal

CHARLES A. HAYMAN, head of the Buffalo corporation operating the Lafayette theatre, spent several afternoons in a rival theatre, the Century, where episodes of "The Great Train Robbery" were shown in a "Movie Memories" reel. Hayman played one of the bandits when the thriller was filmed, and thus was watching himself 23 years after.

MAX STAHL, Chicago manager for Educational, and William Weinshenkeer, Tiffany-World Wide manager, are doing some sleuthing trying to learn the identify of burglars who ransacked their desks and other parts of the office, escaping with but small loot.

AL SZEKLER has been working since Carl Laemmle sent him to Berlin. He already has secured a modification of the "All Quiet" ban with prospect that all objections to the war picture will be removed.

A. E. REOCH, executive president of RCA Photophone, has been elected chairman of the board of directors of RCA Photophone, Ltd., of England.

LOUIS KRAMER has taken over the New Plaza in Brooklyn and is changing the name to San Pedro. He'll play Spanish pictures exclusively.

HARRY KUTINSKY hasn't taken over the Lee in Brooklyn, a last minute hitch being responsible for the deal falling through.

DUDLEY PECK, M-G-M New York exchange office manager, is attending the national confab of office managers at St. Louis.

MEYER FISCHER, president of the Fischer Film Exchange Company of Cleveland and Cincinnati, is in New York for a week.

JOHN R. FREULER, president of Big 4, still has the fountain pen with which Charlie Chaplin signed that Mutual contract.

"Confessions of a Coed"
(Paramount)

HOLLYWOOD—Despite the excellent work of the cast, with Phillips Holmes, Sylvia Sidney and Norman Foster dividing the honors, this production fails to hold up owing to a very weak story. It concerns the life of a college girl and her affairs with two men, one the father of her child and the other her husband.

The climax is unsatisfactory and left the preview audience puzzled, although the first part was fascinating and well received. David Burton and Dudley Murphy directed. The work of Claudia Dell, Florence Britton and Martha Sleeper is okay.

W. A. JOHNSTON.

JOE SEIDER is busier than a bee these days. He's added two more theatres to his Long Island bookings.

AL SUCHMAN has renewed his contract as a booker for Consolidated Amusements Circuit for another year.

AL HARSTYN is in the hospital again undergoing a second operation caused by an abscessed tooth.

HARRY HART has been appointed Big 4 branch manager at Milwaukee, succeeding Ben Louthain.

CHARLES KRANTZ of Artclass is leaving today for Cleveland on a sales trip.

SAM WARSHAWSKY has an idea on 48 sheets for Radio Pictures, but it's still just an idea.

ROBERT KALLOCH, designer, has been placed under contract by Fox Film.

LUPE VELEZ will soon make an appearance in an act at the Palace.

General Market Irregular; Fox Up 1⅞

	High	Low	Close	Net Change	Sales
Consolidated Film Industries, pfd	13	13	13	+ ½	100
Eastman Kodak	133	129	132	— ¼	2,300
Fox Film "A"	20½	18¼	19⅜	+1⅞	75,100
General Theatre Equipment new	4⅝	4⅛	4⅜	+ ¼	13,100
Loew's, Inc.	43⅛	42	42⅝	+ ⅝	15,300
Paramount Publix	23⅞	22⅞	23	+ ¼	7,600
Pathe Exchange	1¼	1⅛	1⅛	— ⅛	700
Pathe Exchange "A"	3½	3½	3½	+ ⅛	700
RKO	14⅜	13½	13½	— ⅛	14,300
Warner Bros.	7½	7⅛	7⅜	+ ⅜	22,200

Fractional Gain on Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3⅜	3⅛	3⅜	+ ⅜	2,700
General Theatre Equipment pfd	7¾	7¼	7¾	+ ⅞	5,400
Sentry Safety Control	1	1	1	.....	100
Technicolor	6⅜	6¼	6⅜	+1⅛	200
Trans Lux	6⅜	6¼	6¼	— ⅛	500

Bonds Active; G. T. E. Jumps 4½ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	41	39	40½	+4½	55
Keith B. F. 6s '46	64½	64½	64½	+2½	1
Loew's 6s '41 ex war	96½	96½	96½	+ ½	1
Paramount Broadway 5½s '51	101½	101½	101½	+ ⅜	2
Paramount F. L. 6s '47	91¼	90	90	—1	12
Paramount Publix 5½s. '50	80¼	80	80	.....	4
Pathe 7s '37 ww	82	80¼	80¼	—1¾	4
Warner Bros. 6s '39 wd	41¼	40½	40¾	.....	80

Fox Company Morale Takes Upward Turn

(*Continued from page* 1)

were spiked, however, by the stockholders' action and the change in morale was noticeable Thursday.

To the higher-ups, of course, the Fox-returning angle was just so much rumor, but part of the rank and file was said to be disturbed by the reports, which, it was hinted, foreshadowed a possible shake-up.

"The sails are set and Fox is going places," was the way one official put it yesterday.

RKO Officials Wind Up Tourney Today

Annual RKO golf tournament at the Westchester Country Club ends today. Yesterday the qualifying round was won by Charles Yates, of the vaudeville department, with a score of 83. The first flight, eligible for the championship, includes James H. Turner, Charles J. Freeman, Pete Mack, Horace Webb, Al Borde, W. C. Fisher, Yates and William McCaffrey, who won the championship last year. Other RKO officials competing in other flights today are Hiram S. Brown, J. J. Murdock, Lee Marcus, S. L. Rothafel, Julian Street, Milton Schwarzwald, Leslie E. Thompson, J. Henry Walters and seventy others. A dinner tonight will end the tournament program where cups and trophies will be awarded the winners. The entertainment will be provided by Clayton, Jackson & Durante, and Fred Keating, magician.

Competition for Natan

PARIS—Pathe Natan, perhaps the biggest theatre factor in the French industry today, is to have competition if plans of Leon Brezillon to add 60 to his present 18 houses materialize.

Para. Outing Saturday

The Paramount Pep Club will hold its annual outing this Saturday at Asbury Park, N. J. A special train will take members to and from the outing place.

"Movie-of-U" Closes

Al Woods has closed the Movie-of-U store on Broadway. Business has never been good at the show window since its opening.

AMPA on Summer Plan

Owing to warm weather and the vacation period, meetings of the AMPA will be held but once a month during the summer. No meeting was held yesterday.

Mander in from Italy

P. G. Mander, executive of the Pittaluga Company of Italy, is in New York from Turin for an extended stay.

Jansen Here

W. H. Jansen of Industrial and Educational Films, Inc., Shanghai, is in New York.

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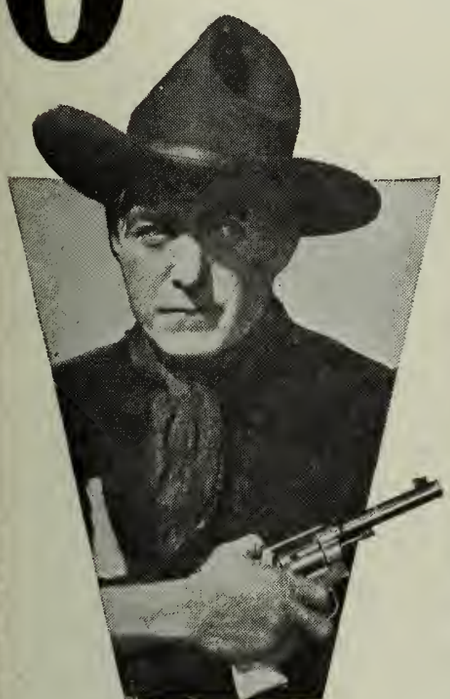
RCA RECORDING

FIRST RELEASE AUGUST 1st

6 SUPREME FEATURES

RCA RECORDING

FIRST RELEASE SEPTEMBER 1st



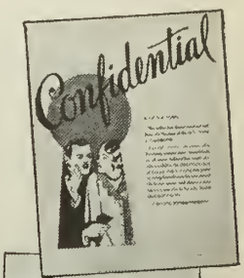
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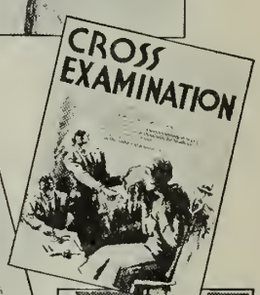
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"MEETING THE RESPONSIBILITIES OF LEADERSHIP"

"3 Girls Lost" Takes $25,600 In Cincinnati

CINCINNATI—"Three Girls Lost," with Lupe Velez heading an unusually good stage show, started the week in high gear and never shifted, coming through with top money at $25,600, or $3,600 over the average figure for the house.

"A Connecticut Yankee," which was a box-office darb at RKO Palace a few weeks ago, proved another wow in its second run at RKO Strand at reduced prices. This house came in second best for the week, going $2,740 over the top on a gross of $5,970.

Estimated takings for the week ending June 6:

"THE DANCE GOES ON" (German)
ERLANGER GRAND OPERA HOUSE—(1,600), 30c-50c, 7 days. **Gross:** $3,600. (Average, $4,500.)

"VIRTUOUS HUSBAND"' (Univ.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $5,000. (Average, $4,500.)

"THREE GIRLS LOST" (Fox)
RKO ALBEE—(3,300), 30c-50c-65c-75c, 7 days. Vaudeville with Lupe Velez headlining. **Gross:** $25,600. (Average, $22,000.)

"WHITE SHOULDERS" (Radio)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $10,820. (Average, $13,000.)

"DIVORCE AMONG FRIENDS" (Warners)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,762. (Average, $1,950.)

"THE SPY" (Fox)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,488. (Average, $1,050.)

"THE SECRET SIX" (M-G-M)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $13,690. (Average, $12,000.)

"SHIPMATES" (M-G-M)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $14,570. (Average, $14,000.)

"A CONNECTICUT YANKEE" (Fox)
RKO STRAND—(1,350), second run, 25c-40c, 7 days. **Gross:** $5,970. (Average, $3,500.)

Omaha Tells Sad Story of Poor Intakes

OMAHA—Summer is here. There's no doubt about it. Take a squint at the box-office figures. It's a sad story. Only one of the first runs managed to hit par.

Estimated takings for the week ending June 5:

"THE IRON MAN" (Univ.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four RKO acts. **Gross:** $12,000. (Average, $12,500.)

"WOMEN OF ALL NATIONS" (Fox)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $7,000. (Average $8,500.)

"GUN SMOKE" (Para.)
STATE—(1,200), 25c, 4 days. **Gross:** $1,200. (Average, $1,200.)

"EX-FLAME" (Tiff.)
STATE—(1,200), 25c, 3 days. **Gross:** $800. (Average, $900.)

"INDISCREET" (U. A.)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"Arty" Slips, Too

ROCHESTER, N. Y.—The Little Theatre, specializing in artistic films under direction of a citizens' committee, has gone into second runs for the summer. Top price was slashed to 35 cents until fall.

Sound Effects

The Associated Press, under date line of June 8 from Washington, has a story of the Rev. G. Z. Brown, negro pastor, preaching for 12 solid hours without a halt.

This sermon contained nearly 100,000 words and during its delivery the Rev. Brown ate four lamb chops, a chicken leg and drank a glass of milk.

The amazing thing is that the Rev. Brown's sermon on the evils of the day, requiring 12 hours to deliver, never once mentioned the motion picture of sex or gang variety!

Incidentally, the attendance was described as excellent and the collection the same.

"Ladies' Man," 'Women' Lure Baltimoreans

BALTIMORE—Loew's Century proved the big money-maker again this week with "Ladies' Man" and the Loew-Capitol stage unit, "All Girl Revue," and the gross held up to $22,000. This was about a thousand under the previous week, but a hot spell struck Baltimore and it is very good considering the average for this house is $19,000.

"Women of All Nations" proved a strong draw at the New, taking in about $12,000 for the seven days. The new refrigerating plant started on Monday and this helped business greatly. Average for seven days is about $8,000.

"The Secret Six" proved a fine box-office attraction during its simultaneous showing at Loew's Valencia and Parkway theatres. At the former the gross was about $3,000, while at the latter it went way up to $4,800.

Estimated takings for the week ending June 4:

"MURDER" (B.I.P.)
LITTLE—(267), 35c-50c, 6 days. **Gross:** $500. (Average, $850.)

"LADIES' MAN" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit. **Gross:** $22,000. (Average, $19,000.)

"THE SECRET SIX" (M-G-M)
(Simultaneously with Valencia.)
(Shown uptown after one week at the Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $4,800. (Average, $3,500.)

"THE LAWYER'S SECRET" (Para.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $18,200. (Average, $17,500.)

"THE SECRET SIX" (M-G-M)
(Simultaneously with Parkway.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,000. (Average, $2,800.)

"WOMEN OF ALL NATIONS" (Fox)
NEW—(1,600), 25c-50c, 7 days. **Gross:** $12,000. (Average, $8,000.)

"DONOVAN'S KID" (Radio)
KEITH'S—(2,500), 6 days plus a Sunday midnight showing. **Gross:** $6,080. (Average, $5,500.)

Week ending June 5:

"THE GOOD BAD GIRL" (Col.)
RIVOLI—(1,982), 25c-50c, 6 days. **Gross:** $6,000. (Average, $7,500.)

"GOLD DUST GERTIE" (Warners)
WARNERS' METROPOLITAN—(1,300), 15c-50c, 6 days. **Gross:** $5,100. (Average, $4,500.)

Week ending June 6:

"TEN NIGHTS IN A BAR ROOM" (State Rights.)
AUDITORIUM—(1,600), 35c-40c-60c, 6 days plus a Sunday midnight showing. **Gross:** $3,720. (Average for this policy would be about $4,000.)

"Indiscreet" With $5,700 Ottawa High

OTTAWA—The King's Birthday, June 3, gave a slight impetus to the theatre business, but the opening day of the Connaught Park Jockey Club got most of the holiday crowd. Some U. S. tourists were here for Decoration Day, but spent more time in the taverns than at the shows.

Clara Bow's "Kick In" at B. F. Keith's failed dismally for the first half, but there was a pick-up for "Young Sinners" the last half, doing $3,600, or close to average. Clara Bow's picture drew a poor $2,900, the worst in weeks.

"Indiscreet" at the Centre pulled a nice $5,700, which was well above the line, while "Born to Love" at the Regent also grossed $5,700, although the women folks said they did not like the ending. Real outdoor weather made inroads into box-office grosses at various houses.

Estimated takings for the week ending June 5:

"THE BACHELOR FATHER" (M-G-M)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,300. (Average, $1,300.)

"CONNECTICUT YANKEE" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,300. (Average, $1,300.)

"INDISCREET" (U. A.)
CENTRE—(1,200), 15c-25c-35c-50c-60c, 6 days. **Gross:** $5,700. (Average, $4,600.)

"THE LIGHTNING FLYER" (Col.)
IMPERIAL—(1,200), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,800. (Average, $3,000.)

"KICK IN" (Para.)
B. F. KEITH'S—(2,592), 15c-25c-35c-50c-60c, 3 days. Serial, "Spell of the Circus," Saturday matinee only. **Gross:** $2,900. (Average, $3,700.)

"YOUNG SINNERS" (Fox)
B. F. KEITH'S—(2,592), 15c-25c-35c-50c-60c, 3 days. **Gross:** $3,600. (Average, $3,700.)

"BORN TO LOVE" (RKO Pathe)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,700. (Average, $5,400.)

All in Albany Take a Tumble Under Normal

ALBANY—Summer weather and daylight saving are blamed for the fact that not one picture hit normal at any of the first runs.

Estimated takings for the week ending June 4:

"WOMEN OF ALL NATIONS" (Fox)
HARMANUS BLEEKER HALL—(2,300), 35c-60c, 6 days. **Gross:** $8,200. (Average, $10,000.)

"THE SEAS BENEATH" (Fox)
LELAND—(1,350), 25c-35c, 6 days **Gross:** $5,100. (Average, $6,000.)

"MANY A SLIP" (Univ.)
PROCTOR'S RKO—(1,500), 25c-60c, 3 **Gross:** $2,600. (Averag, $3,000.)

"GUN SMOKE" (Para.)
PROCTOR'S RKO—(1,500), 25c-60c, 3 days. **Gross:** $2,600. (Average, $3,000.)

"PARTY HUSBAND" (F. N.)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $3,190. (Average, $4,500.)

"GOLD DUST GERTIE" (F. N.)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $6,200. (Average, $8,500.)

Adds an Hour

COLUMBUS, O. — RKO Majestic, playing a split week policy, will hereafter open at 10 o'clock daily, thus adding one hour to the day's showing.

Races, Heat Sock Films In Toronto

TORONTO—There wasn't much to it but heat and the race tracks during the past week and even if a picture was good the crowd did not seem to care. "My Past" and Duke Ellington's orchestra had a weak lead among local first-run houses and gave the Imperial a total of $14,000, the lowest in weeks and two grand under average. Shea's fared relatively better with $12,500 on "Dude Ranch" and vaudeville, while the Tivoli was little worse with "Born to Love" and a Bobby Jones golf short for $12,000, both being close to average.

There was an off six days at Loew's, where Manager Jules Bernstein had held over "Strangers May Kiss" after a first week of $18,000. Hot weather shaved this down to $10,000 for the second week. The Uptown had a popular one, considering the weather, in "Behind Office Doors" and this took in around $11,500, which could be considered a summery good.

Estimated takings for the week ending June 5:

"MY PAST" (Warners)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Stage show featuring Duke Ellington's orchestra. **Gross:** $14,000. (Average, $16,000.

"STRANGERS MAY KISS" (M-G-M)
LOEW'S—(2,200), 15c-25c-30c-40c-60c-75c, 6 days. Second week. **Gross:** $10,000. (Average, $15,000.)

"DUDE RANCH" (Para.)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $12,500. (Average, $13,000.)

"BORN TO LOVE" (RKO Pathe)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $12,000. (Average, $12,500.)

"BEHIND OFFICE DOORS" (Radio)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $11,500. (Average, $12,000.)

Denver Gives $12,500 High To "Women"

DENVER—"Women of All Nations" proved the biggest magnet in town, and the natives paid $12,500 to see the ladies at the Tabor. This figure was $2,500 above the average mark. All other first-runs were around average or worse. With the Denver and the Paramount moving up their opening days from Thursday to Wednesday, the current pictures were held only six days.

Estimated takings for the week ending June 4:

"LAUGHING SINNERS" (M-G-M)
DENVER—(2,300), 25c-35c-65c) 6 days due to changing opening day from Thursday to Wednesday. Dave Craig and Publix stage show, Fred Schmitt and Denver orchestra. **Gross:** $13,000. (Average for 7 days, $15,000.)

"QUICK MILLIONS" (Fox)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $5,500. (Average, $7,000.)

"WOMEN OF ALL NATIONS" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $12,500. (Average, $10,000.)

"UP POPS THE DEVIL" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 6 days. **Gross:** $10,000. (Average for 7 days, $11,000.)

"DUDE RANCH" '(Para.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $3,750. (Average, $3,750.)

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LONDON
MAY 20, 1931

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QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD
MOTION PICTURE DAILY
THE HOLLYWOOD HERALD

M.P. Club Four Takes Golfers Team Play

(Continued from page 1)

with a silent prayer to Dannenberg, the first editor of the *Film Daily* and original sponsor of the tournaments. Al Lichtman then took over the reins as m. c., reading wires from Bobby Jones, Earl Gulick, Tom Meighan, Henry King, a joint wire from Johnny Farrell and Gene Sarazen, and a cable from Pat Garyn. All except Jones have attended previous tournaments.

In introducing Lichtman, Alicoate declared him the greatest m. c. ever, but modest as he is, Lichtman threw the bouquets into Harry Reichenbach's lap. There was considerable regret at Reichenbach's absence and illness. Through the courtesy of Bert Adler, of Fanchon and Marco, Julian Hall and his ambassadors furnished the entertainment. Outdoor RCA Photophone apparatus reproduced a number of shorts, including "Par and Double Par," a Grantland Rice Sportlight, and two Bobby Jones shorts, "Mashy Niblick" and "Medium Irons." Miniature Mickey Mouse dolls were distributed to every one through courtesy of Walt Disney and Irving Lesser. Amkino handed out attractive Russian ash trays and the Art Guild distributed golf pencils with individual golfer's names inscribed in them.

There was plenty of tenseness when three ties were discovered. On the low gross for the MOTION PICTURE HERALD cup, Mitchell May and Artie Stebbins evened. At a toss-up, May won the prize with the DuPont Pathe cup going to Stebbins. For the low net P. M. three tied for the Ufa bag. Herb Fecke, Ted Curtis and D. C. Ferguson tossed for the prize and Curtis was the lucky one. Five golfers tied for the third low net in the morning round. The National Theatre Supply cup was presented to Paul Burger after Arthur Dickinson, Captain Roscoe Fawcett, Billy Ferguson and J. D. Williams tossed him for it.

Each member of the M. P. Club team was given a medal by Jules E. Brulatour. Through the courtesy of the A. M. P. A., Walter Eberhardt declared Jack Alicoate the winner of the mustache cup as the worst golfer with the worst mustache. The worst golfer with the best mustache was Harold Holt of the *N. Y. American* He also got a mustache cup. There were a number of other suprises, but all in all, credit goes to the gang that put it over. They worked hard and the results showed it.

Other winners were:

William Rabell, who took permanent possession of the Stebbins, Leterman & Gates cup, scoring low net in the afternoon. Tom Gerety was first runner up, taking the J. P. Muller cup. Arthur Cohen won the William Massce cup for low gross in the morning. George Blair, Jr., was runner up, winning the Malcolm Lab. cup. Mitchell May scored on the birdies and walked off with the E. K. trophy. Henry Siegel won the Erpi trophy for low gross exhibitor in the morning. Harry Brandt copped the MOTION PICTURE DAILY cup for low net in the afternoon. Vic Brady scampered off with the RCA putting cup and Sam Azurtine was first runner up. He took the Continental Theatre Accessories cup. Billy Brandt was second runner up, copping the Associated Publications cup. Jack Ostendorf walked away with the driving cup contributed by Jack Cosman. Runner up for the Craft Film Lab cup was Arthur S. Dickinson. Al Lichtman claimed the best dressed golfer prize by Nat Lewis. The Al Lichtman plaque for low gross member of the M.P. Club was won by Artie Stebbins. Joe Fleisler again was awarded the duffer prize. The best team match play was won by the M.P. Club with Henry Siegel, Al Lichtman, Ed Curtis, and Jack Guttenfruend comprising the team. Prizes for 35 flight winners and runners up were also awarded.

"Transgression"

(Radio)

HOLLYWOOD—Lacking in action and emotional appeal, this is slow moving drama. Acting is good and the production well mounted, but the story is inadequate as screen material. Paul Cavanaugh, Kay Francis and Ricardo Cortez carry the brunt of the acting and do it very well. Herbert Brenon's direction is satisfactory and had he had something to work with the picture might have had a chance. There is no audience appeal in the story which concerns a lonely wife falling for a rascal, finding before it is too late that she loves her husband.

W. A. JOHNSTON.

Operators Take Cut In Oklahoma City

(Continued from page 1)

working on a variable union scale are under a two year contract at the present time. A new contract has been drawn up for this three months period which will cut the operators 5 to 7½ per cent on the variable scale.

"Realizing that business is bad and that summer weather is likely to further hinder the theatre business and as a means of showing our appreciation and consideration of what the managers have done for us is our reason for requesting the cut in order to help out business conditions," Shelton said.

William Hamm, 3rd F. & R. Partner, Dies

(Continued from page 1)

Theodore Hamm, a leading brewer. He entered his father's business at the age of 13 and built it up to one of the Northwest's leading industries. When prohibition sent him to the realty field he became interested with Finkelstein & Ruben, one of his tenants, in operation of a string of Twin City theatres. The circuit subsequently was increased to 150 theatres in Minnesota, the Dakotas and western Wisconsin and was sold to Publix for a reputed $10,000,000. During the years of operation, Hamm was a silent partner, with Finkelstein & Ruben handling operation of the circuit.

Hamm was prominent in politics, clubs and civic affairs and a member of the St. Paul Auditorium board. He is survived by his widow, one son, three daughters and five sisters.

Independents Seek Futilely For Theatres

(Continued from page 1)

every one being given the same answer: "There are none loose."

In addition, brokers are being asked by exhibitors to try to convince theatre owners now operating to sell. They are meeting with very little success and as a result are looking into the possibilities of reopening available dark theatres.

Evidence of the current theatre buying situation is RKO's purchase of three local theatres and reports that the circuit will shortly reopen the Walter Hampden on 63rd St. and Broadway. The trio of theatres taken over are Nick Paley's house at Bronxville; the new house he is building at Scarsdale and the Castle at Long Beach. Louis Frisch, who took over 17 Fox Brooklyn houses, is after four more in the same borough.

Joe Seider, operating nine Long Island houses, has acquired the Garden, Southampton, and the Greenport, Greenport, from Mike Glynn. One broker has 12 exhibitors on record after theatres, new or old, over 300 seats.

Fox at one time had over 130 theatres in Greater New York and now has only 70, with the selling line about to be drawn with the sale of just a few more houses.

Goldberg Returning To Indie Production

(Continued from page 1)

the same name; "State's Evidence," by Stanley Foster; "The Fugitive," by Warren Williams; "The Reckoning," by Lola Parsons, and "Crooked Streets," by Carl Dormont.

Hollywood Pictures will handle eight pictures in the United States and foreign countries. Goldberg leaves for the Coast next week to organize his staff.

"Ride" Threat Fails To Scare J. R. Neth

(Continued from page 1)

about 50 miles to Marion, O., and there thrown from the automobile.

During the trip, he says, the men told him they intended to "get him" because of his open shop policy maintained during the last two years. During that time, his Clinton theatre has been bombed at a damage of $5,500 and at other times stench bombs were released in the Grand.

Replaced by Banker

Retirement from the board of directors of W. C. Michel, a vice-president of Fox Film and long an associate of Harley L. Clarke, was arranged in order to replace him with a banker, it is understood.

M-G-M Meet Ends

Office managers of all M-G-M exchanges yesterday wound up a five-day convention at St. Louis and now are returning to their offices.

Signs Comedy Director

HOLLYWOOD—Stephen Roberts, comedy director, has been signed by Paramount.

Exhibs Raise Defense Fund To Fight Pact

(Continued from page 1)

for the distributor, also pointed out to the jury that the defendant had purchased the United Artists' product exclusively in his territory, and that his contract had been defaulted after the competing Granville theatre, the Paramount, had gone out of business.

An element of humor was injected into the case when Ernat, by way of defense, referred to the "strike" clause in the contract as his justification for not playing the pictures. The clause exempts the exhibitor from fulfilling the contract in the event his theatre is closed by an employes' strike. Ernat misinterpreted the clause and cited a strike of miners in a nearby coal field as his justification for defaulting the contract. He believed that the reduced patronage resulting from the shutdown of the mines exempted him from his obligation.

His claim that the exchange was not damaged was disregarded in view of what was regarded as bad faith on the exhibitor's part and the willingness of the distributor to fulfill its part of the contract.

On the conclusion of the testimony, a local farmers' jury, attired in overalls, deliberated two hours before returning a verdict requiring the exhibitor to pay the full amount of the contract.

The first contested contract case to be won by a Chicago exchange was recorded by Educational, against Mitchell Bros., Chicago exhibitors, several weeks ago. Other cases have been won by default or a settlement made out of court.

Ruth Stays

Published reports that Ruth Chatterton returns to Warners when the impression is that she stays at Paramount as part of the "peace" deal worked out between Adolph Zukor and Harry M. Warner are not taken seriously at Paramount.

How the Warners feel about it was not known last night. Sam Morris could not be reached for a statement.

"The Two-Gun Man"

(Tiffany)

KEN MAYNARD and his horse, Tarzan, furnish the thrills in this western, which abounds in action. The story is far-fetched, Ken and his partner are two gun men who aid a rancher in a range war being sponsored by a syndicate. After a series of fights and complications, Ken emerges victorious. It develops that he is a United States marshal. The fight between Tom Lonson and Maynard is exciting. Lafe McKee is Maynard's partner, a wizened fighter of the plains. Phil Rosen directed. Lucille Powers, Tom London, Murdock MacQuarrie and Charles King are in the cast.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 12 NEW YORK, SATURDAY, JUNE 13, 1931 TEN CENTS

Finance Crisis Is Passed by RKO--Brown

Condition Was Serious, RKO Prexy States

RKO has just passed through a financial crisis, Hiram S. Brown, president of RKO, said yesterday in addressing members of the RKO Golf Assn., which closed the two-day tournament held at the Westchester Country Club at Rye, N. Y. While Brown did not name the particular crisis, he said that David Sarnoff and he had been working into the early hours of the morning for the last few weeks trying to meet the situation, seriousness of which he admitted but refused to outline in detail.

Brown brought out the fact that the company was in need of money

(*Continued on page 3*)

Rochester Unions Get Summer Cut

ROCHESTER, N. Y.—In line with a movement throughout the country, Local No. 253 of the motion picture operators' and stage hands' union has taken a voluntary wage cut ranging from 7½ to 12½% for 10 and 14-week periods.

Neighborhood men began the movement by taking a 12½% slash for 14 weeks ending September 1. Downtowns squawked and downtown operators replied with a voluntary cut of 7½% for 10 weeks. Downtown cuts will range from $5 to $6 a week. Calvin Bornkessel is business agent for the Rochester union.

Baltimore Operators Take a 10-Week Cut

BALTIMORE—A voluntary cut in wages has been taken for the next ten weeks in Baltimore by the members of the I. A. T. S. E. including about 50 projectionists. This number is small in Baltimore because only about that number of operators belong to Local 181 of the A. F. L. The other houses here are manned

(*Continued on page 2*)

Greenfield & Gordel In Kutinsky Pool

Negotiations are understood to be under way for the merging of the four Harry Kutinsky houses in Brooklyn with the three theatres operated by Dr. Greenfield and Louis Gordel. The deal is expected to be signed before the new releasing season starts.

Atlanta Tax Up

Atlanta—The financial committee of the City Council is considering an ordinance to fasten a ten per cent admission tax on theatres here as a means to eliminate the deficit in the teacher budget covering teachers' salaries.

Court Rules Against Coy in Booking Case

If an exhibitor innocently contracts for pictures which already have been contracted for by another exhibitor, he should not be enjoined from playing the pictures concerned if such injunction would damage him, the Appellate Division held, in effect Friday, in denying a rehearing to the Coy Operating Co. from a decision handed down by Judge Valente.

Coy, operating the Savoy in Jamaica,

(*Continued on page 2*)

Exhibitors Cashing In On Vacations

With hundreds of thousands of pupils and students receiving or about to receive their summer vacations, exhibitors throughout the country are making special efforts to cash in on the source of revenue this offers. Proper bid for this student patronage now, it is felt, will help houses keep out of the red this summer when the call of the outdoors is strongest.

FOX HALF MILLION SALARY IS TARGET

Puzzle: Is Chatterton With Para.?

It's developing into pretty much of a mystery as to what company is to make the Ruth Chatterton pictures. The dope has been that Ruth went back to Paramount under terms of the truce between the two companies. But there is the little matter of her Warner contract calling for payment of $675,000 for six pictures that must be cleared, it appears.

The contract, so 'tis said, is non-negotiable and if so, Ruth is in a posi-

(*Continued on page 2*)

Chi Operator Case To Jury Next Week

CHICAGO—Presentation of its case against the operators' union on racketeering charges will be made to the grand jury by the state's attorney's office following examination of the union records. This is expected to be completed by next week. The union surprised the prosecution in not contesting the adverse decision of a $100 contempt fine against President Tom Reynolds. Previously, it had served notice that it would appeal from the court order directing production of the records.

Stockholders on Trail of "Advisory Committee Chairman" Pay

Severance of all the ties of William Fox from Fox Films, which means cutting off that $500,000 annual salary which Fox secures under a five-year agreement when he sold his holdings, is sought by one or more stockholders of the company, MOTION PICTURE DAILY learns.

Legal action to prevent the film company from making further payments on the half-million a year stipend to Fox is the course to be pursued, it is said. Fox was appointed head of the company's "advisory board" when he sold out to Harley L. Clarke, and specified $500,000 as the price for his services. The advisory board has never met and stockholders are reported asking "how come" referring to the Fox salary.

Fox on Wednesday was removed from the directorate of the company by action of the stockholders. This set at rest rumors to the effect that he might return to the presidency of the company.

Action Awaited On Illinois Censor Bill

SPRINGFIELD, Ill.—Action on film legislation is expected here daily as the Illinois legislature makes its plans to adjourn sine die June 20.

The most important industry legislation pending is the Ryan bill, providing for state censorship, and the McCluggage bill, asking an operator for each projection machine in the theatres of the state. The latter bill is expected to meet certain defeat, al-

(*Continued on page 3*)

Schulberg Hits DeMille Slant on Mass Production

HOLLYWOOD—"It is amusing to have some one discover that people in the picture business likewise are in the show business," states B. P. Schulberg in commenting upon Cecil B. DeMille's statements on production to MOTION PICTURE DAILY in New York. DeMille advocated abandonment of mass production and substitution of the unit system, as a means to bring the industry out of its present dilemma.

"Was it ever otherwise?" Schulberg queried. "We were in show business in silent days as much as with sound. There is a misunderstanding about what is called mass production even by picture men. Every picture in every studio receives individual thought and attention. Directors, producer and writer decide story, treatment, cast and editing.

"I fail to see the difference of a single unit doing this on a secluded stage in a one-unit studio or 20 units doing the same in a larger plant under systematic, co-ordinated production control, except that the larger plant has more and better facilities and a wider range of directorial and writing personnel and a better chance of assigning subjects to make sure the best writing and directorial talent are aimed in the right direction. Better pictures are the result."

SamuelsonUnworried By Dissension Report

Sidney E. Samuelson, president of the New Jersey exhibitor association, is unworried by reported dissension in the organization. Reports have been in circulation to the effect that

(*Continued on page 3*)

70% of Publix Costs Locally Controlled

Seventy per cent of expenditures of Publix theatres is locally controlled. Last year the ratio was reversed with the home office controlling 70 per cent.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 13, 1931 No. 12

MARTIN QUIGLEY
Editor-in-Chief and Publisher
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Barnstyn to Make Cheap Reproducer

Aiming at small theatres which he maintains cannot afford the reproducers of the major electrics, Jack Barnstyn and his brother, Loet, have formed the N. Y. World Industrial Co., of The Hague, Holland, to market a new sound-on-film projector in Europe. It will be known as the Ace projector. Barnstyn sailed last night on the *Volendam* to launch operations.

Barnstyn also has lined up a portable recording system for newsreel work and a small studio recording system. He says the latter will make it more feasible for smaller countries in Europe to produce talkers in their own languages. The new Audio Vision Akeley camera is an important part of the recording units.

M. A. Kraus is director of sales for all three equipments. The Ace system is manufactured by Sterling M. P. Apparatus Corp. of New York.

Baltimore Operators Take a 10-Week Cut

(*Continued from page* 1)

by members of the Independent Operators' and Managers' Association, No. 1, not affiliated with the A. F. L. The split came several years ago when the union members demanded more money and the managers, then prepared, put their own men in who had passed the State Board.

Second RKO Meet Set

CHICAGO—RKO will hold its second regional sales meet here today, when Jerry Safron, Cleve Adams and Lou Kutinsky of the home office arrive here for the meet. Managers of the Chicago, Cincinnati, Cleveland, Dallas, Des Moines, Detroit, Indianapolis, Kansas City, Memphis, Milwaukee, Minneapolis, Oklahoma City, Omaha, Pittsburgh, St. Louis and Sioux Falls will attend.

Ruth Etting for 4 More

Ruth Etting will make a series of four two-reel shorts for Vitaphone to be included in the "Broadway Brevities" series.

Purely Personal

GERRY RUDOLPH, director of publicity for RCA Photophone, surely is one of the birds who gets the breaks. He is to sail Monday morning for one of those five-day cruises to somewhere aboard the President Hoover. Harry Braun, company engineer, is going along to see that the sound equipment aboard the liner meets the test, and to determine if Gerry weathers the storm.

EDDIE (MULE) LINDEMANN, veteran roadshow man, is convalescing from the blackjack wounds he received when he surprised burglars in his hotel room. He's not mentioning names, but says an H. B. figures in the affair.

CLAIRE LUCE, formerly with Fox and who spent a dancing season on the Paris stage, is returning to Hollywood in fall. Before leaving, however, she will spend a vacation at Rochester, N. Y.

RAYMOND KLUNE, of the D. W. Griffith office, may be high hat these days. The reason is that he has moved to new quarters in the Lefcourt Building at 49th St. and Broadway.

HENRY HUFFMAN, Denver exhibitor, is in the big city with Mrs. Huffman and niece. He leaves today for the Coast, where he'll look over the Warner studios.

ABEL G. WARSHAWSKY, brother of the redoubtable Sam, who is general press representative for Radio Pictures, has sold his painting, "After the Storm," to the City of Paris.

MAX MILDER'S new connection as managing director for Warners in England will be something of a homecoming, for 12 years ago he did the same thing for L. J. Selznick.

GEORGE BALSDEN, Warner manager in New York, was host at a party in Milder's honor yesterday at Sardi's.

JIMMIE BRADFORD'S score and synchronization work are evident in "Nomadie," which opened Friday night at the New York Cameo.

$1,000,000 Spent

SAN FRANCISCO—United Artists to date has appropriated more than $1,000,000 in theatre building and expansion in California, according to a statement issued by Melville Hirsch of the Monroe J. Rosenshine office of the United Artists Theatres of California, Ltd. Deals have included new theatres in Berkeley, San Jose, Richmond, Vallejo, Palo Alto and San Francisco. Negotiations for other houses in California are still being carried on. Houses are each limited to 1,250 seating capacity.

DAVE ROSENZWEIG, Brooklyn exhib, has postponed his trip to the Coast, but yesterday his wife and daughter were Pullman-bound for Hollywood.

LOUIS FRISCH says he'll confine his circuit exclusively to Brooklyn. He's now got 17 in partnership with Sam Rinzler.

C. K. STERN and the gang of M-G-M office managers who attended the St. Louis convention of office managers have returned to New York.

WINNIE LIGHTNER gets in town today from the Coast for a brief vacation.

EDDIE SCHNITZER, of the New York Fox exchange, plans to move to Long Beach permanently.

RUDY SANDERS is not only president of the Brooklyn Theatre Owners but also is one of the few exhibitors playing single features in that borough.

PHIL DUNAS, Columbia's Middle West sales chief, is in New York for home office conferences.

RUDY KUEHN, manager of the Park Lane for RKO, lost his daughter this week. Many friends sent condolences.

JOE ORNSTEIN, of Fox, yesterday left for Cleveland on a short vacation.

General Market Active; M-G-M Up 2

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	4½	4½	4½	.....	100
Consolidated Film Industries pfd	12¾	12¾	12¾	— ¼	100
Eastman Kodak	133⅞	129¼	133	+1	2,800
Fox Film "A"	20⅞	18⅞	19½	+ ⅛	28,500
General Theatre Equipment new	4¾	4¼	4¾	+ ⅝	12,500
Loew's, Inc	43¼	41	42¾	+ ⅞	14,000
M-G-M pfd	25	25	25	+2	100
Paramount Publix	24¾	23	24	+1	19,000
Pathe Exchange	1¼	1¼	1¼	+ ⅛	100
RKO	14	12⅞	13⅝	+ ⅛	22,800
Warner Bros.	8¼	7⅛	8¼	+ ⅞	50,800
Warner Bros. pfd	18⅝	17	18⅝	—13⅛	700

Entire Curb List Irregular

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3½	3⅜	3⅜	— ¼	1,400
General Theatre Equipment pfd	93⅜	71½	93⅜	+15⅜	7,000
Technicolor	6	6	6	— ⅜	100
Trans Lux	6⅜	6¼	6¼	.....	300

Bonds Show Gain; P. F. L. Gains 2

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	41	39	41	+ ½	46
Loew's 6s '41 ex war	96	96	96	— ½	2
Paramount Broadway 5½s '51	101½	101½	101½	.....	4
Paramount F. L. 6s '47	92	90	92	+2	14
Paramount Publix 5½s, '50	81⅝	79	81⅝	+1⅝	26
Pathe 7s '37 ww	80	80	80	— ¼	1
Warner Bros. 6s '39 wd	42½	40	42⅜	+1⅝	25

Court Rules Against Coy in Booking Case

(*Continued from page* 1)

claimed first run in that zone of "Hell Bound." Long Island Operating Co., operating the Merrick in Jamaica, also claimed a contract for the same picture and called upon Tiffany to deliver the print, an action which Coy immediately opposed.

The Valente decision, now upheld in the higher court, dismissed Coy's complaint and held RKO Booking Exchange and the Long Island Operating Co. innocent parties. Fitelson, Lerman and Mayers represented Tiffany; Louis Nizer, the Long Island Operating Co., and B. B. Kahane, the RKO Booking Exchange.

Chatterton-Para. Status Is a Puzzle

(*Continued from page* 1)

tion to hold Warners. Paramount, it is reported, isn't sold on paying her the kind of money Warners offered, so it's doubtful if the pictures will be made on that lot.

Meanwhile, Sam E. Morris, vice-president and general manager of Warners, says that he knows of no change in the situation and so far as he knows Miss Chatterton is remaining under the Paramount banner.

Spanish Local Short

The first Spanish short to be made with local talent started production yesterday at the San Jose, 110th St. and Fifth Ave. The all-Spanish legitimate cast appearing at the theatre will also be used in the picture. The two-reel film will be shown on the screen next week.

Burr Signs Four

HOLLYWOOD—C. C. Burr is rapidly lining up his staff for the new Torchy comedies. He has signed Frank Gay, Roland Hilliard Asher and George Amy to the writing staff and also placed under contract Ray Cooke for the leading role in the series.

Orpheum Dividend

The board of directors of Orpheum Circuit, Inc., has declared a regular quarterly dividend of 2 per cent on the preferred stock of the company payable on July 1, 1931, to stockholders of record at the close of business on June 22.

K.-A.-O. Votes Dividend

The board of directors of Keith-Albee-Orpheum Corporation have declared a regular quarterly dividend of 1¾ per cent on the preferred stock of the company payable on July 1, 1931, to stockholders of record at the close of business on June 22.

B. Livingston Bereaved

Blanche Livingston, who handles publicity at the Fox, Brooklyn, is mourning the passing of her mother, who died Thursday. Funeral services will be held Sunday in Albany.

Finance Crisis Is Passed by RKO--Brown

(Continued from page 1)

and that it had been looking for the past three or four weeks for financial aid, but for a time it seemed as though none was forthcoming. He told members of the RKO Golf Assn., Radio, RKO and RKO booking exchange that his worries were now over, stating that the company was now set to run for the next two years and so far as he was concerned it was "to hell with adversity and depression." Brown said that a few weeks ago he made a statement he was opposed to salary cuts, and added that at the time he wasn't worried about salary cuts, but what did worry him was whether the company would be able "to pay any salaries at all."

Roxy also spoke and said that when Radio City opens "RKO will be at the top of the heap." He stated he had joined RKO at a financial sacrifice, but was very sure now that he would not be sorry.

RKO Winds Up Two Day Golf Tourney

RYE, N. Y.—RKO yesterday wound up its two-day golf tourney with about 25 members of the RKO Golf Assn. scampering off with prizes at the final count of scores. About 80 members attended the tournament, which terminated with a banquet last night. Clayton, Jackson and Durante failed to appear, but an orchestra composed of one musician from each RKO theatre entertained. They had never before played in one group.

The main prize, a leg on the J. J. Murdock cup, was a tie between Charles J. Freedman, general manager of the vaudeville booking office, and Horace Webb. The men will hold a future game between themselves to decide the winner. The loser gets the RKO Golf Assn. cup. The golfer getting his name three times on the Murdock Cup keeps it.

Other prize winners were: Charles Yates, James Turner, Frank O'Brien, Senator J. Henry Walters, Harold Kemp, Chester Stratton, Major L. E. Thompson, Ambrose Dowling, Lou Baum, Wayne Christie, Lee Marcus, Fred Shanberger, Robert Hawkins, A. H. Schnitzer, Henry Kalchcims, Jack Dempsey (not the fighter), A. L. Oz, Bill Mack, Jack Wiener, E. W. Ballantine, Herman Zohbel, E. L. McAvoy and Harry Fitzgerald.

James Turner, assistant to Hiram S. Brown, was elected president of the association, succeeding Charles J. Freedman. Harvey Watkins, secretary, was elected permanent secretary. Roxy was admitted to membership of the golfing club.

Economies Called Aid In Publix June Drive

Curtailment of expenses is making itself felt in the five Publix divisions and steady strides are being made, it is said, toward the profit objective set by Sam Katz.

It Worked

DENVER—As an exploitation stunt for "Kiki," the Rialto announced that it would admit free of charge all couples married fifty years or more, expecting a maximum of 25 to apply for the free ducats. Instead, 150 couples who have celebrated their golden anniversaries showed up. It resulted in a lot of publicity.

Dix Cast in Special; Radio Valedictory?

HOLLYWOOD — Announcement that Richard Dix's next picture for Radio, "Frontier," will be produced on a large scale, has revived rumors that it will be his last for that company and that for that reason the company wants a big one from him before his retirement.

Seeks Injunction on "Born to Love" Film

BUFFALO—Upon suggestion of Justice Clinton I. Horton, the Lafayette theatre Wednesday will go before Justice Charles H. Brown as referee, seeking a permanent injunction against RKO Pathe's showing of "Born to Love" at Shea's Hippodrome. RKO Pathe is providing a bond to indemnify the theatre in case the plaintiff is victor.

A temporary injunction was refused the theatre Friday while the film is current. The Lafayette firm alleged it had contracted for three Constance Bennett, three Ann Harding and two Helen Twelvetree pictures. Frank G. Raichle, counsel for RKO Pathe contended that the contract did not prevent the release of additional films with the same stars to other theatres. M. M. Cohn, Lafayette counsel, asserted that the theatre was entitled to the first three Bennetts released.

Samuelson Unworried By Dissension Report

(Continued from page 1)

Leon Rosenblatt, partner of Joseph M. Seider, past president, plans to demand a showdown on the matter of affiliation with Allied States Association, when the organization holds its annual meeting June 18 and 19 at Atlantic City.

Why Are Censors?

CHICAGO—Frances James, former actress, appointed a member of the censor board by Mayor Cermak, told reporters that while she considers herself "a funny person for a censor," that she thinks she'll make good at it because "I don't think many things would shock me. but my intelligence might be insulted."

Three Sign Contracts

HOLLYWOOD—Paramount has given new contracts to three of its players. Sylvia Sidney, Jackie Searl and Wynne Gibson are the players to be awarded new agreements.

Boyd Saves Two

HOLLYWOOD—William Boyd, while yachting near San Pedro, rescued two men thrown overboard by an explosion on their craft.

"Front Page" Albany's Best Money Film

ALBANY—"The Front Page" was the best money getter in Albany during the week, packing the Hall each day, while matinees ran extremely well considering the fact that the film cannot be taken as a woman's picture in the way of entertainment. The picture drew close to $10,000, which is a normal week for the Hall, when daylight saving is not in effect. Rain fell several nights throughout the week, but seemingly without doing any harm to the Hall, which grossed $9,150 for the six days.

From the standpoint of exploitation, "Ten Nights in a Bar Room" at the Ritz scored heavily with Manager Farley entirely responsible. The front of the theatre was made over to resemble an old-time bar room with swinging doors and what was advertised as "free beer" inside. But some excessive "dry" put in a protest to the city authorities to the effect that the exploitation was altogether too realistic and a portion of it had to be discontinued.

Estimated takings for the week ending June 11:

"THE FRONT PAGE" (U. A.)
Harmanus-Bleecker Hall—(2,300), 35c-50c, 6 days. **Gross:** $9,100. (Average, $10,000.)

"QUICK MILLIONS" (Fox)
LELAND — (1,350), 25c-35c, 6 days. **Gross:** $4,890. Average, $6,000.)

"THE W PLAN" (Radio)
PROCTOR'S RKO—(1,500), 3 days. 25c-60c. **Gross:** $2,550. (Average, $3,000.)

"DONOVAN'S KID" (Radio)
PROCTOR'S RKO—(1,500), 25c-60c, 3 days. **Gross:** $2,100. (Average, $3,000.)

"TEN NIGHTS IN A BAR ROOM" (Goetz)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $4,300. (Average, $4,500.)

"THE MALTESE FALCON" (Warners)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $6,800. (Average, $8,500.)

"U" Completes Four

UNIVERSAL CITY—Thursday was "completion" day at Universal. Among pictures completed were the feature, "Lasca of the Rio Grande," with Leo Carrillo, John Mack Brown and Dorothy Burgess, the serial "Danger Island," featuring Kenneth Harlan and Lucille Brown; a Lloyd Hamilton comedy, "Robinson Crusoe and Son," with Josephine Dunn; and Daphne Pollard in "Say Uncle."

Plan New Theatre

ROCKLAND, Me.—Rockland Amusement Co., of which Joseph Dondis is vice-president and managing director, has commissioned C. W. & George L. Rapp to prepare plans for a theatre to be built on Park street at a cost of $50,000.

The Dove Flies

LOS ANGELES—In applying to the department of commerce here for a pilot's license, Billie Dove revealed that she had been taking secret flying lessons and has purchased an aeroplane.

To Reopen Studios

HOLLYWOOD—July 15 is set for reopening of the Educational studios. Al Christie, who is now in the east looking over available material will soon return here.

Golden Tears For 'Donovan' In Mill City

MINNEAPOLIS—Hot and rainy weather and vacations are bearing down on business, but "Donovan's Kid" brought golden tears to the RKO Orpheum. Kids out of school saved the week-end.

Estimated takings for the week ending June 12:

"IT'S A WISE CHILD" (M-G-M)
ASTER—(812), 20c-3c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"GUN SMOKE" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,400. (Average, $2,500.)

"LAUGHING SINNERS" (M-G-M)
MINNESOTA—(4,000), 30c-75c, 7 days. Four acts vaudeville. **Gross:** $20,000. (Average, $20,000.)

"DONOVAN'S KID" (Radio)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Burns and Allen heading four acts. **Gross:** $17,000. (Average, $14,000.)

"GOLD DUST GERTIE" (Warner)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $9,200. (Average, $8,000.)

'Lawyer' Tops Beantown with $35,500 Gross

BOSTON—Business was not so hot with "The Lawyer's Secret" at $35,500 at the Metropolitan leading the town. "Donovan's Kid" was good at Keith's, getting $20,000, or $2,000 above average. "Daybreak" at $21,000 and "Young Sinners" at $15,500 also were above average.

Estimated takings for the week ending June 11:

"MANY A SLIP" (Univ.)
KEITH-BOSTON — (2,500), 25c-60c, 7 days. Vaude. **Gross:** $18,000. (Average, $17,000.)

"DONOVAN'S KID" (Radio)
KEITH'S—(2,800), 30c-65c, 7 days. **Gross:** $20,000. (Average, $18,000.)

"DAYBREAK" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $21,000. (Average, $20,000.)

"LAUGHING SINNER" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $22,000. (Average, $20,000.)

"THE LAWYER'S SECRET" (Para.)
METROPOLITAN — (4,350), 25c-60c, 7 days. Revue "Monkey Shines." **Gross:** $35,500. (Average, $32,000.)

"WOMEN OF ALL NATIONS" (Fox)
OLYMPIA — (2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"YOUNG SINNERS" (Fox)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross:** $15,500. (Average, $15,000.)

"WOMEN OF ALL NATIONS" (Fox)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $11,500. (Average, $12,000.)

Action Awaited on Illinois Censor Bill

(Continued from page 1)

though reported out of committee favorably, as the current investigation of the Chicago operators' union by the state's attorney's office and the Federal government has served to discredit it materially.

New W. B. House Opens

MORGANTOWN, W. Va.—The new Warner theatre was opened here last night with the local Chamber of Commerce and various business organizations taking part in the event. Edward Alperson and H. R. Maier, of the theatre department, were on hand.

"Sinners" Big Sensation in Des Moines

DES MOINES—"Laughing Sinners" was a sensation here, the Des Moines grossing $11,500, the best business in weeks.

The Paramount, which has obtained the RKO vaudeville, formerly played at the Orpheum, is putting on the only stage show, but business was not too good. "Woman Hungry" got $6,000 and "Public Enemy," $4,000. At the Strand business was good with $2,300 for "Always Goodbye."

Estimated takings for the week ending June 6:

"LAUGHING SINNERS" (M-G-M)
DES MOINES—(1,600), 25c-35c-60c, 7 days. **Gross:** $11,500. (Average, $7,000.)

"WHITE SHOULDERS" (Radio)
ORPHEUM—(2,000), 25c-35c-40c, 4 days. **Gross:** $8,000. (Average, $5,000.)

"SINGLE SIN" (Tiff.)
ORPHEUM—(2,000), 25c-35c-40c, 3 days. **Gross:** $6,000. (Average, $4,000.)

"WOMAN HUNGRY" (F. N.)
PARAMOUNT—(1,700), 25c-35c-60c, 3 days. Vaude. **Gross:** $6,000. (Average, $7,000.)

"PUBLIC ENEMY" (Para.)
PARAMOUNT—(1,700), 25c-35c-60c, 4 days. Vaude. **Gross:** $4,000. (Average, $5,000.)

"ALWAYS GOODBYE" (Fox)
STRAND—(1,100), 20c-30c, 3 days. **Gross:** $2,300. (Average, $1,500.)

"EXPLAIN" (Tiff.)
STRAND—(1,100), 20c-30c, 4 days. **Gross:** $750. (Average, $900.)

"Shoulders," "Secret" Best In Portland

PORTLAND—"The Lawyer's Secret" went $3,300 above average at the Paramount, but the figure was achieved with the help of a stage show and the Shriners' convention. "White Shoulders," aided by four acts of vaudeville, pulled $9,700 into the till of the RKO Orpheum, the take being $1,700 over normal. The rest of the first runs didn't do so well. "Daddy Long Legs" had an extra heavy opening when it was spotted in at the Fox Broadway following the two week run there of "Women of All Nations."

Estimated takings for the week ending June 10:

"WOMEN OF ALL NATIONS" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 5 days, 2nd week. **Gross:** $4,200. (Average, $5,000.)

"MEN CALL IT LOVE" (M-G-M)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,500. (Average for week, $4,000.)

"STEPPING OUT" (M-G-M)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $2,000.

"GOD'S GIFT TO WOMEN" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 5 days. **Gross:** $3,700. (Average, $4,000.)

"LAWYER'S SECRET" (Para.)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "The Great Raymond" and Sunkist Beauties. **Gross:** $15,300. (Average, $12,000.)

"WHITE SHOULDERS" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $9,700. (Average, $8,000.)

UNITED ARTISTS—(Dark until Aug. 15.)

"The Ridin' Fool"

(Tiffany)

BOB STEELE in another hard-riding western which gives him plenty of opportunity to show his fighting ability. He and his pal, Ted Adams, are rivals in love. The pal is falsely accused of murder and Steele saves him from the Vigilantes. Later both are arrested in a false charge of holding up the stage coach. They escape and are saved from recapture when one of the dying bandits confesses. J. P. McCarthy directed and the cast includes Josephine Velez (sister of Lupe), Al Bridges, Fern Emmett, Frances Morris, Eddie Fetherton and Jack Henderson.

L.A. Theatres Below Normal In Dull Week

LOS ANGELES—Business generally was mediocre here, all houses doing below average. "The Maltese Falcon" at Warners and "Charlie Chan Carries On" at Loew's State proved the best gross getters. "Women of All Nations" folded at the Criterion and Grauman's Chinese, with "Trader Horn" to follow at popular prices.

Estimated takings for the week ending June 10:

"EL IMPOSTOR" (M-G-M)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $5,700. (Average, $5,000.)

"DADDY LONG LEGS" (Fox)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 2nd week. George Stoll and band. **Gross:** $8,400. (Average, $12,500.)

"WOMEN OF ALL NATIONS" (Fox)
FOX CRITERION—(1,652), 35c-65c, 2nd week, 7 days. **Gross:** $7,500. (Average, $10,000.)

"WOMEN OF ALL NATIONS" (Fox)
GRAUMAN'S CHINESE—(2,030), 25-75c, 2nd week, 7 days. **Gross:** $6,400. (Average, $7,000.)

"EAST LYNNE" (Fox)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,500. (Average, $6,500.)

"CHARLIE CHAN CARRIES ON" (Fox)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "Dream House" Idea. **Gross:** $20,000. (Average, $27,000.)

"NOT EXACTLY GENTLEMEN" (Fox)
LOS ANGELES—(2,100), 25c-65c, 7 days. **Gross:** $9,100. (Average, $13,500.)

"WHITE SHOULDERS" (Radio)
ORPHEUM—(2,750), 35c-65c, 2nd week, 7 days. **Gross:** $8,000. (Average, $16,000.)

"HELL BOUND" (Tiff.)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. Idea. **Gross:** $10,500. (Average, $15,000.)

"VICE SQUAD" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage revue, Rene Williams Orchestra. **Gross:** $17,500. (Average, $25,000.)

"LOVER COME BACK" (Col.)
RKO—(2,700), 35c-65c, 7 days. 8 acts vaudeville. **Gross:** $14,000. (Average, $15,000.)

"TARNISHED LADY" (Para.)
UNITED ARTISTS—(1,100), 35c-65c. **Gross:** $6,500. (Average, $13,500.)

"MALTESE FALCON" (Warners)
WARNER DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $12,500. (Average, $15,000.)

"MALTESE FALCON" (Warners)
WARNER HOLLYWOOD—(3,000), 7 days, 35c-50c. **Gross:** $15,500. (Average, $14,000.)

Gets Dickens Story

HOLLYWOOD—George Bancroft's next picture is to be based on Dickens' "Dombey and Son." It will be started July 1 and be made under title of "Rich Man's Folly."

"Indiscreet" At $8,500 Is St. Paul Best

ST. PAUL—They went for "Indiscreet" here to the tune of the best comparative business in town, the film getting $8,500, or $1,500 above average at the Riviera. "The Secret Six" was a good shot at the Paramount, where it got $8,500, or $1,000 above average.

Estimated takings for the week ending June 5:

"THE SECRET SIX" (M-G-M)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"INDISCREET" (U. A.)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $7,000.)

"WHITE SHOULDERS" (Radio)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Puck and White heading four acts vaude. **Gross:** $12,500. (Average, $12,000.)

"GUN SMOKE" (Para.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,500. (Average, $2,000.)

Robs Theatre; Sent to Penitentiary for Life

ROCHESTER, N. Y.—Burglarizing the Temple Theatre at Geneva has cost James Redmanoff, 47, of Buffalo, his liberty for the rest of his life.

Redmanoff was sentenced to Auburn for life by Genesee County Judge Horace W. Fitch at Canandaigua last week as a fourth offender under the Baumes law. Redmanoff, convicted of the burglary, had three other felony convictions against him.

Get Serial Rights

Standard Film Exchanges in Cleveland and Cincinnati have secured the rights for Ohio and Kentucky to Syndicate's ten-episode serial, "The Mystery Trooper," starring Buzz Barton, Blanche Mehaffey and Robert Frazer.

"Secret" and "Kiki" Prove Denver Best

DENVER—Exhibitors experienced fair business during the week, only one picture skidding under the average mark. "The Lawyer's Secret" took in $16,500 at the Denver, beating par by $1,500, and "Kiki" grossed $5,500 at the Rialto, which is $1,750 over normal.

Estimated takings for the week ending June 11:

"LAWYER'S SECRET" (Para.)
DENVER—(2,300), 25c-35c-65c, 7 days. **Gross:** $16,500. (Average, $15,000.)

"SEAS BENEATH" (Fox)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"ALWAYS GOODBYE" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,500. (Average, $10,000.)

"LADIES' MAN" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $12,000. Average, $11,000.

"KIKI" (U. A.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $5,500. (Average, $3,750.)

New Color Process At Radio Studios

HOLLYWOOD—One way of reducing expenses is to install a new lighting system which will cut 50 per cent of the bills. A color process has been installed at the RKO studios which is said to be able to reproduce the spectrum without the annoying fringing or overlapping of previous color pictures and at half of present lighting costs. Cooler stages and doing away with excessive use of make-up to heighten natural flesh tones are claimed to be highlights of the new process.

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Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 13 | NEW YORK, MONDAY, JUNE 15, 1931 | TEN CENTS

Copyright Application To Holdovers Under Fire

Lehmans Out; Chemical Bank To Radio Aid

"Crisis" Removed with New Factors in Firm

A row with Lehman Brothers, principal bankers for the RKO group, was the "crisis" and entrance of the Chemical National Bank of New York into Radio with a loan of $6,000,000 to finance production is the solution referred to without name by Hiram S. Brown in his brief talk to members of the RKO Golf Association at the dinner which closed their two-day tournament at the Westchester Country Club Friday night.

Brown, as reported in MOTION

(*Continued on page 4*)

National Council To Fight Censors

A fight to halt the "steadily widening censorship over the stage, movies, books, radio and the press" and to repeal all censorship laws are the objects of the National Council on Freedom from Censorship, which has been formed by the American Civil Liberties Union. It points out that matter

(*Continued on page 4*)

Grainger Closes Long Canadian Contract

One of the longest term film contracts ever negotiated, has been signed by Fox Film covering all its pictures for a ten-year period beginning August, 1931, in the 136 theatres of

(*Continued on page 2*)

No. 2

PHILADELPHIA — **That prize "boner" attributed to Publix in New York announcing that the Rialto there was closing for lack of product is finding a counterpart here in the closing of the Boyd which is dark for the summer. Poor business and lack of product are given as causes for the closing.**

Schlesinger To Continue Patent Fight

M. A. Schlesinger's fight against Western Electric charging that the company's recording and reproducing equipment infringes the Ries patent owned by General Talking pictures is "by no means ended," he declares.

The Supreme Court recently refused to review a decision of the Appellate Court which set aside verdict of the U. S. District Court at Wilmington, and declared that the reproducer does not infringe the patent. At the time, the impression was created that this marked the end of the litigation.

The suit in question, that of General versus the Stanley Co. (which in

(*Continued on page 2*)

Gang Films Put On Spot In Milwaukee

MILWAUKEE—Frank Metcalfe, president of the Milwaukee Motion Picture Commission, declares that the commission is opposed to future gangster pictures. It was said that the commission, which is composed of both exhibitors and laymen, came to a definite decision in the matter after the opinions of all commissions all over the country had been determined.

"People everywhere are getting tired of the gangster films," he said. "There has been protest against them. It has been felt by women's organizations

(*Continued on page 2*)

Home Television Near—Aylesworth

ATLANTIC CITY—Home television is probable within a "reasonably short time," M. H. Aylesworth, president of the National Broadcasting Co., told the National Electric Light Association here. He says that the era of television has dawned and that first general application of it probably will be presentation of close-ups of radio artists.

The day will come, says Ayles-

(*Continued on page 2*)

Distributors Will Appeal Adverse Ruling; Second Judge Upholds Law

Whether unauthorized holdover showing of a copyrighted film constitutes a violation of the copyright law is a matter that the United States Appellate Court and probably the Supreme Court will be called upon to decide.

This becomes practically certain with the handing down of contrary decisions on the subject by the Federal Courts for the districts of Massachusetts and Maryland. In the former instance M-G-M vs. Bijou Theatre Co. and Educational vs. Bijou Thetre Co., Judge James M. Morton, Jr., held that there is no provision in the copyright statute concerning the "scope or the effect of pictures" which he said were commercially unknown when Section 1 of the current act was passed in 1909 and are referred to

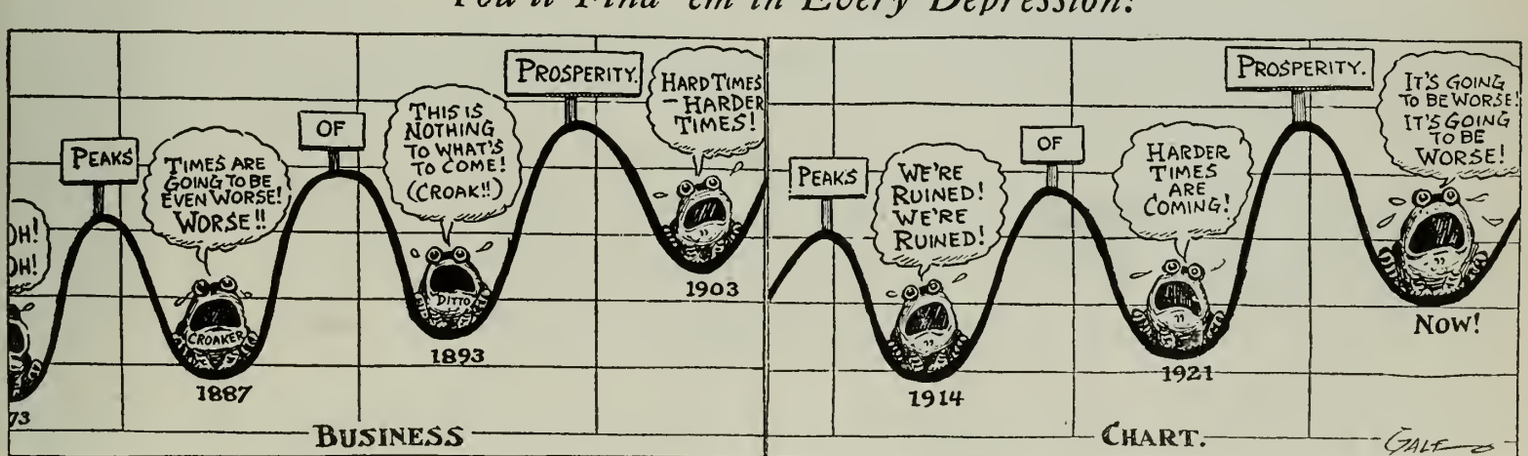
(*Continued on page 4*)

Weber Begins 32nd Term As President

For the thirty-second consecutive time, Joseph N. Weber is president of the American Federation of Musicians. He returns to New York late this week to enter upon his new term. Weber was re-elected without opposition at the convention of the organization at Chattanooga, Tenn. Other new officers are: Charles L. Babley,

(*Continued on page 2*)

You'll Find 'em in Every Depression:



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MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 15, 1931 No. 13

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Socked!

IT started as a social function, but ended on a serious note. At the Westchester Country Club the other night, Hiram S. Brown got on his two feet and told 80 RKO and Radio executives that so far as his companies were concerned it was "to hell with depression and adversity."

When he said it, Brown's jaw stuck out at an angle that expressed determination and fight. There seemed no doubt that he meant exactly that.

TIMES are tough. That's the one thing in the picture business on which all hands agree. But the impression seems to be growing in some quarters where opinion means something that perhaps today's the day to turn the mental processes away from pessimism and toward optimism.

An illustration of slants gone haywire is the policy of one company to lay low during the off period and rest resignedly on the oars with the intention of waxing vigorous again when conditions turn the corner.

AS a matter of fact, this is exactly the time to double up on initiative and enterprise. Emergency situations can be met only by action — forceful and swift.

We commend Brown's and Radio's attitude for that reason and because it indicates determination of fighters to win.

KANN

Off the Record

SPONSORSHIP is a big thing in film business. For instance, there is the case of a certain exec who was slated for the boards. Powerful forces were aligned against him and it seemed that he would go. But at this juncture, his sponsors stepped in. They had been instrumental in bringing him into the company and had to vindicate their judgment; and so, they put up a real battle for their protege and won.

●

The furore, pro and con, raised by gangster pictures has finally reached the point of sanity. Warden Lewis E. Lawes of Sing Sing is quoted thus in the *New York Daily News:*

"During the winter there is a picture show every night and we permit gangster pictures. They are so absurd that they hand the boys plenty of laughs."

The favorite of the boys in the big stir is "Over the Hill" and, according to Lawes, some of them are still talking about it.

●

Two of the boys who recently felt the retrenchment axe met on the street.

"What are you doing?" asked A.

"Just loafing," was the reply.

"Well, don't loaf in my territory."

Home Television Near—Ayelsworth

(*Continued from page* 1)

worth, when complete scenes will be flashed over the air, such as plays, sporting events and parades. However, he adds, "judged by our present standards, such thoughts are highly fantistic, although by no means impossible of realization in the distant future."

Within a year, he said, a television transmitter will be installed atop the new RCA building in New York and another on the Pacific Coast.

Grainger Closes Long Canadian Contract

(*Continued from page* 1)

the Famous Players Canadian Corporation, Ltd .

J. R. Grainger represented Fox in the negotiations which covered a period of six months, and Arthur Cohen, managing director, represented Famous Players.

Educational Sets 1931-32 Season List

Educational will release 128 subjects on its 1931-32 schedule, of which 52 will be two reel comedies, and 76 one reel subjects.

Mack Sennett, who has been producing short features exclusively for Educational since his entry into the sound field, will make 26 two-reel comedies next season, and two different one-reel novelty series. Sennett's two-reel comedies will be divided into three groups; there are to be eight Andy Clyde Comedies, six Mack Sennett Comedy Featurettes, and 12 Mack Sennett Comedies .

Firms Declare Dividends

Balaban & Katz has declared a regular quarterly dividend of 75 cents on the common and $1.75 on the preferred stock, payable on June 27 to holders of record June 17.

Eastern Theatres, Ltd., declared a regular semi-annual dividend of $3.50 on the preferred stock, payable July 31 to holders of record June 30.

Entire Market Irregular; Trading Dull

	High	Low	Close	Net Change	Sales
Consolidated Film Ind. pfd.	13⅝	13½	13⅝	+ ⅛	20
Fox Film "A"	20⅛	19⅞	20	+ ½	8,000
General Theatre Equip. new	5	4⅝	5	+ ¼	4,300
Loew's Inc.	42⅞	42⅛	42¼	— ½	1,700
M-G-M pfd.	25	25	25	.....	200
Paramount Publix	24¼	23½	24¼	+ ¼	4,700
Pathe Exchange	1¼	1¼	1¼	.....	100
R K O	13⅞	13⅜	13⅝	.....	3,100
Warner Bros.	8¾	8	8¾	+ ½	19,500

Curb List Steady

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3⅜	3¼	3⅜	+ ¼	200
General Theatre Equip. pfd.	9	9⅛	11⅝	+2¼	4,100
Technicolor	6	6	6	.....	100
Trans Lux	6¼	6¼	6¼	.....	100

Bond Issues Also Irregular; P.P. Off 2⅛

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	42	40½	42	+1	29
Paramount Broadway 5½s '51	101½	101½	101½	.....	4
Paramount F. L. 6s '47	91⅛	90½	90½	—1½	6
Paramount Publix 5½s '50	80½	79½	79½	—2⅛	30
Warner Bros. 6s '39 wd	45	42	45	+2⅝	28

Gang Films Put On Spot In Milwaukee

(*Continued from page* 1)

especially that the gangster story is not good for children and even for many adults. Our commission contacts with police departments and censor boards through the country and we have found opinion generally against them. Some places have been more strict than we have."

One Milwaukee exhibitor, not a member of the commission, said that while he believed it was time "we stopped rooting for the gangster," gangster films at present are the most successful from the box-office standpoint.

Patent Fight to Be Continued by G. T. P.

(*Continued from page* 1)

effect was a suit against Western Electric), concerns only one jurisdiction, Schlesinger says. Suits are to be brought in other jurisdictions, he declares.

So far, the litigation has concerned only reproducing equipment. Schlesinger claims that the validity of the Ries patent in recording has been admitted collaterally and that he may institute suit on the recording process.

Schlesinger points out that the Supreme Court has not passed on the Ries patent, having merely refused to review the Appellate Court decision upon motion of Western Electric attorneys.

Weber Begins 32nd Term as President

(*Continued from page* 1)

Los Angeles, vice-president; William J. Jerngood, Newark, secretary; Harry E. Benton, Boston, treasurer. Jerngood is entering his thirteenth term as secretary.

The Federation for some time has been conducting a campaign against mechanical music in theatres, calling upon the public to rally to a music defense league to preserve living orchestras in theatres. Progress has been made in this campaign, it was reported to the Chattanooga convention.

Buying Co-op Plan to Feature S. E. Meeting

ATLANTA—Plans for the establishment of a buying co-operative by independent exhibitors of Georgia, Alabama and southern Tennessee are scheduled to highlight their convention here today and tomorrow. A fight on inimical legislation also will be mapped at the sessions. M. A. Lightman, president of the M. P. T. O. A. is slated to be a principal speaker. Officers nominated are: O. C. Lam, president; Hugh Manning, vice-president; Love B. Harrell, secretary-treasurer. Nomination is tantamount to election.

Transfers Story Dept.

Columbia is transferring its story department to the Coast studios from the home office. Jack Cohn and family are now en route to the studio.

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Copyright for Holdovers Is Under Fire

(*Continued from page* 1)

only in the classification section of the statute being brought in there by the amendment of 1912.

Even if an unauthorized exhibition were a violation of copyright, it would be inequitable to permit the distributor to invoke the copyright statute for what "is really a violation of the contract," the court said.

The copyright law gives distributors a right of action against unauthorized exhibition of copyrighted motion picture films, Federal Judge William C. Coleman of the Maryland District Court ruled in the case of Tiffany et al. vs. Dowing et al. His ruling held that Section 1 of the copyright law embraces motion pictures.

The Massachusetts ruling "unquestionably" will be appealed, it is stated authoritatively. Distributors have relied upon the copyright law to curb unauthorized holdovers, prosecuting offenders through the Copyright Protection Bureau.

Lehmans Out; New Bank to Radio Aid

(*Continued from page* 1)

PICTURE DAILY Saturday, was worried. So was David Sarnoff. Brown told the golfers they could have gone to General Electric or Westinghouse, major background factors in the affairs of the RKO group, for finances, but that they preferred to avoid turning to their principals for financial aid.

He intimated that the financing deal was the first of others to come and then elicited cheers and applause from the 80 men present with the "to hell with adversity and depression" punch line. Brown, at another point, said Radio was worth $75,000,000, the impression prevailing that he was referring to the production, distribution and theatre units combined.

National Council To Fight Censors

(*Continued from page* 1)

considered obscene in a film may be okayed in a book and asks: "Who is to decide what is obscene? A policeman? A politician? A professional vice hunter?

As horrible examples it cites the following cuts ordered by censor boards:

"Maryland bars a kiss on the neck, but winks at a drinking scene. Kansas censors can't stand the sight of a whisky bottle, but kisses on the neck are entertaining. In Virginia all passion must be blessed by a marriage ceremony. Ohio doesn't like pictures dealing with jail breaks and considers an actress in her underwear as "indecent"—though lingerie advertisements in the newspapers are not. New York, of all places, bars scenes showing a policeman or an official accepting graft. Pennsylvania the strictest state board of all, is likely to bar anything.

"Since the talkies have entered the field, not only entertainment features, but news reels as well, have come in for their share of censorship.

"The federal law prohibits interstate shipments of prize-fight films."

The council is composed of many nationally known men and women.

Gummed Up

NEW ORLEANS—The *Item* carried this on its front page: "To Gum-Chewers:

"Wrap the wad in a piece of paper when you tire of chewing gum. That would save the clothes of many theatre patrons. When you get rid of gum in the theatre you are carrying gum-chewing too far, or maybe not far enough.

"A. Labas."

"City Lights" Holding Well In Frisco Run

SAN FRANCISCO—The recently-opened United Artists, which had "City Lights" in its second week, is continuing strong and rolled up $18,000 gross last week. "Trader Horn," in its third stanza at the Paramount, also held well, getting $16,000, which is only $3,000 below the house average for a first week. "Seed" did well at the Orpheum, while other houses did average business.

Estimated takings for the week ending June 9:

"GOOD BAD GIRL" (Col.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Four acts RKO vaude. **Gross:** $15,000. (Average, $15,000.)

Week Ending June 10:
"SEED" (Univ.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"CITY LIGHTS" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, (second week), 7 days. **Gross:** $18,000. (Average not yet determined.)

"LAUGHING SINNERS" (M-G-M)
FOX—(4,600), 50c-65c-75c-$1.00, 7 days. F. & M. stage show; Walt Roesner. **Gross:** $37,300. (Average, $34,000.)

"STRANGERS MAY KISS" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band; stage show. **Gross:** $13,400. (Average, $13,000.)

"GUN SMOKE" (Para.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band. **Gross:** $18,000. (Average, $21,000.)

Week Ending June 11:
"SVENGALI" (Warners)
WARNER—(1,385), 35c-50c, second week, 7 days. **Gross:** $7,200. (Average, $10,500.)

Week Ending June 12:
"TRADER HORN" (M-G-M)
PARAMOUNT—(2,740), 35c-50c-65c-90c, (third week), 6 days. Jess Stafford's band. **Gross:** $16,000. (Average, first week, $19,000.)

Bloom Heads British Releases in Canada

TORONTO—Dewey Bloom, veteran exploiteer and publicist, has been placed in charge of sales and exploitation of the British Films Division of Regal Films, Ltd. Bloom has had a long experience in the legitimate and picture fields. He has been managing Gertrude Lawrence, stage star, and more recently handled Canadian engagements of "Trader Horn." Bloom, who is a Canadian, will headquarter at Toronto. The division Bloom heads will handle Canadian release of British International, British and Dominions, British Lion and Gainsborough product.

Finish Mascot Serial

HOLLYWOOD—Harry Carey and Edwina Booth have completed work on "The Vanishing Legion," Mascot serial, and their first picture together since "Trader Horn."

Gold Dust Out When "Gertie" Tries Philly

PHILADELPHIA—"Gold Dust Gertie" came to town, but she collected mighty little gold dust. In fact, the inhabitants of this city paid only $7,500 to see the damsel, as against an average for the Boyd of $18,000. It was the last stand at the house, which now is dark. Otherwise, business along the main stem was so-so, with "Women of All Nations" getting $27,000 to top the Fox house average by $1,000. "White Shoulders" dove to $14,000 at the Stanley.

Estimated takings for the week ending June 11:

"THE FRONT PAGE" (U. A.)
ARCADIA—(600), 50c, 6 days. **Gross:** $3,200. (Average, $3,000.)

"GOLD DUST GERTIE" (Warners)
BOYD—($2,400), 35c-50c-75c, 6 days. **Gross:** $7,500. (Average, $18,000.)

"TOO YOUNG TO MARRY" (F. N.)
EARLE—(2,000), 25c-65c, 6 days. Eight acts vaudeville. **Gross:** $18,000. (Average, $18,000.)

"WOMEN OF ALL NATIONS" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Fanchon and Marco stage show. **Gross:** $27,000. (Average, $26,000.)

"SEED" (Univ.)
KARLTON—(1,000), 40c-50c, 6 days. (Second run.) **Gross:** $5,500. (Average, $5,000.)

"THE LAWYER'S SECRET" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $15,000. (Average, $15,000.)

"LAUGHING SINNERS" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $39,000. (Average, $40,000.)

WHITE SHOULDERS" (Radio)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $14,000. (Average, $18,000.)

"THE SECRET SIX" (M-G-M)
STANTON—(1,700), 25c-65c, 6 days. (Second run.) **Gross:** $11,500. (Average, $11,000.)

Vaude Team's Biggest Draw For Seattle

SEATTLE—Business was off generally the Orpheum with a take of $14,500 high due to Olsen & Johnson and not the picture. Business was slow for both "Daybreak" and "Never the Twain Shall Meet." "Indiscreet" got average business and so is in a second week at the Music Box.

Estimated takings for the week ending June 12:

"DUDE RANCH" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, 4 days, $3,500.)

"GUN SMOKE" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $1,550. (Average, 3 days, $2,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $11,000. (Average, $12,000.)

"DAYBREAK" (M-G-M)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. Fanchon & Marco "Varieties." **Gross:** $12,000. (Average, $13,500.)

"SWEET KITTY BELLAIRS" Warners)
"OKLAHOMA CYCLONE" (Synd. Pic. Corp.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $5,500. (Average, $7,000.)

"INDISCREET" (U. A.)
MUSIC BOX—(950), 25c-50c-75c, 7 days. **Gross** $7,500. (Average, $7,500.)

BEYOND VICTORY" (RKO-Pathe)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. RKO vaude, headlined by Olsen & Johnson. **Gross:** $14,500. (Average, $13,500.)

Lupe Big Aid To 'Rosie' in Chicago Spot

CHICAGO—The Palace took in $28,500, which is $4,500 above average, but Lupe Velez on the stage was given chief credit for the draw, the film entertainment being "Everything's Rosie." "Daddy Long Legs" at McVickers boosted par by $5,000, the gross figuring $33,625. Loop business generally was off.

Estimated takings for the week ending June 10:

"LADY WHO DARED" (W. B.)
ORPHEUM—(665), 35c-50c, 7 days. **Gross:** $3,075. (Average, $3,200.)

Week Ending June 11:
"DER LIEBES-EXPRESS" (State Rights)
MONROE—(762), 25c-40c-60c, 7 days. **Gross:** $4,660. (Average, $5,000.)

Week Ending June 12:
"KICK IN" (Para.)
CASTLE—(299), 25c-40c-60c, 7 days. Second Loop run, first week. **Gross:** $3,925. (Average, $3,500.)

"THE LAWYER'S SECRET" (Para.)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days Publix stage unit with Lester Allen, orchestra. **Gross:** $36,150. (Average, $46,000.)

"DADDY LONG LEGS" (Fox)
McVICKERS—(2,284), 35c-50c-75c-85c, 1st week. **Gross:** $33,625. (Average, $28,500.)

"THE MALTESE FALCON" (Warners)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage unit with James Hall, orchestra. **Gross:** $24,440. (Average, $36,500).

"LAUGHING SINNERS" (M-G-M)
ROOSEVELT—(1,591), 35c-50c-75c-85c, 7 days, 2nd Loop week. Picture spotted here after excellent first week at Chicago Theatres. **Gross:** $17,200. (Average, $23,200.)

"DONOVAN'S KID" (Radio)
STATE-LAKE—(2,776), 35c-50c-75c-85c, 8 days. **Gross:** $29,100. (Average, $30,200.)

"WOMEN OF ALL NATIONS" (Fox)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 2nd week. **Gross:** $15,250. (Average, $24,600.)

Week Ending June 13:
"CITY LIGHTS" (U. A.)
ORPHEUM (665), 35c-60c, 2nd Loop run, first 3 days. **Gross:** $2,890. (Average, $3,200.

"EVERYTHING'S ROSIE" (Radio)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaude., headed by Lupe Velez, orchestra. **Gross:** $28,500. (Average, $24,000.

Simplicity Urged on Screen by Sloane

HOLLYWOOD—In these times, more than ever before, the industry needs simple, sincere stories of human tribulations and hope, declares Paul Sloane, director. Sophistication is a word that has cost the industry millions, he says. It is the antithesis of sincerity.

Get back talking words of two syllables, have action forthright, natural characters and don't effeminize material, but use subtitles for the carriage trade is his advice. Get back human comedy, homely sentiment, virile melodrama and building quickly, sanely and constructively into stardom the promising material at hand, he urges.

One-Act Plays by Locals Are Urged

Presentation of a one-act play once a week by a local dramatic society in houses where Fanchon & Marco units do not play is urged by Fox Theatres. This, it is said, will supply the demand for stage entertainment.

F. & M. for Butterfield

DETROIT—Routing of Fanchon & Marco stage shows over the Butterfield time in Michigan is under consideration.

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Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 14 NEW YORK, TUESDAY, JUNE 16, 1931 TEN CENTS

Theatre Closing Fear Out; New Fire Law In

Hollywood Is Listening As Money Talks

Production Heads Enter Era of Restraint

HOLLYWOOD—Money may talk, but it's a delicate subject of conversation at the present time, owing to recent salary cuts and rumors of further economies.

In the past whenever retrenchment talk has been in the air the habitues of Hollywood have been prone to smile condescendingly, for no matter how seriously the New York executives took themselves in the matter, some of the members of the colony figured the axe would not touch them.

The situation now, however, has taken on a different hue. Widespread salary cuts have been ordered by sev-

(*Continued on page 6*)

No Drop in W.B.-F.N. Schedule of Seventy

Reports, current for several weeks, that Warners-First National planned to trim their announced 70 picture total for 1931-1932 were met yesterday by a statement from Sam E. Morris that schedules would be lived up to as announced. Six pictures on the new program are either in the editing stage or awaiting release.

Taking cognizance of reports current in Hollywood that the Warner plant would close, Morris said the

(*Continued on page 6*)

New York Run Gives "Svengali" $106,444

"Svengali" (Warners) grossed $106,444 in its six weeks' run at the Hollywood, New York. The week-by-week figures follow:

Week Ending	*Gross*
May 7	$30,002
May 14	25,441
May 21	17,867
May 28	14,151
June 4	10,247
June 11	8,736
Total	$106,444

Still Silent

OTTAWA—Another week has passed and there is yet no sign of the government report on the investigation into the picture business.

Kent Kills Twin Bills

Upon orders of S. R. Kent, double-featuring has been discontinued at the State Theatre in Detroit. The practice was instituted recently at the theatre, which was the first time twin bills had played a first, second or third run in Detroit. When Kent's attention was called to the matter, he promptly put an end to the double-featuring.

New Fox Board Is Tryout of Bankers' Idea

Revamping of the Fox Film directorate to include only two active executives of the company as against ten representing large banks and industrial enterprises outside of the film industry is being considered a "bankers' tryout in Wall Street," according to *The New York Times*.

"Wall Street observers," comments the paper, "are prepared to watch the future progress of the corporation with keen interest on account of the variance in opinion among executives of motion picture companies and bankers generally as to what constituted necessary expense in the making of motion picture production."

The Times states that Harley L. Clarke has applied many axioms of

(*Continued on page 2*)

Allied Status In Wisconsin Is Meet Topic

MILWAUKEE—Status of the Allied franchise in this state is expected to be determined during the annual convention here of the M. P. T. O. of Wisconsin. The organization opens a two-day convention today at the Hotel Pfister. Screen advertising, zoning and other grievances are to be aired at the session. Directors held their meeting last night.

The M. P. T. O. holds the Allied franchise for the state, but recently there was organized an Allied Theatre Owners association. This is said to have the backing of the national Allied organization and was formed as a result of reported dissatisfaction in

(*Continued on page 6*)

Profit Forecast Sends Educ'l Up 19¼ Points

Educational showed a net gain of 19¼ points on the New York Curb Exchange yesterday, closing at 42. The jump was reported in financial

(*Continued on page 6*)

McGraw to Star in Series of Pictures

John J. McGraw, veteran manager of the New York Giants, is reported to have signed a $250,000 contract to appear in a series of baseball pictures.

Violations End, Storage More Liberal Under New Bill

By WILLIAM ORNSTEIN

Rather than "paralyze a great industry by closing of studios and theatres, increase the unemployment situation and deprive the public of its greatest entertainment," Mayor Walker yesterday signed a new fire ordinance giving the industry in New York a complete new system for handling film in theatres, laboratories and studios. The new law now permits 50,000 feet of film to be stored in theatres, drapes on theatre walls and a more liberal handling of film in studios and laboratories. Passage of the ordinance means that theatre violations are automatically removed and danger that New York houses as well

(*Continued on page 6*)

Eyssell New Publix D. M. in N. Y. City

Gustav Eyssell has arrived in New York to take over his new duties as district manager of the four Publix houses in New York City. A. M. Botsford called him to the big city from the south, where he held a similar position with jurisdiction over the Palace, Dallas; Metropolitan, Houston, and the Texas in San Antonio.

Oakie Squabble Past; In "Mister Noodle"

HOLLYWOOD—Jack Oakie and B. P. Schulberg are about to shake hands and declare that Oakie-Paramount squabble over salary a thing of the past. It is understood the difficulty has been settled and that Oakie returns to the studio to appear in "Mister Noodle," as per schedule.

M-G-M Won't Nick Envelopes Of Employes, Schenck Says

Salary slashing is out at Loew's and M-G-M, Nicholas M. Schenck, president of the two affiliated organizations, declared yesterday at a meeting of directors. The company is understood prepared to effect economies in other ways, rather than resort to nicking the pay envelopes of employes. M-G-M's stand lines up that company with Columbia, Fox and Radio in opposing wage reductions.

Industry Not Invited To Depression Confab

Mobilization of business leaders to recommend a course of action designed to lick depression, as sponsored by the United States Chamber of Commerce, to date, does not include an invitation for the picture business to participate. The plan has not been placed before the Hays organization for consideration, it was stated at that association's office yesterday.

Want "Fair" Zoning

Frightened by the depression and the lull in business, circuits are demanding "terrific protection," the M. P. T. O. A. declares, in calling for establishment of "some fair method" of zoning.

The organization advocates reassembling of the zoning committees.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 16, 1931 No. 14

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Operators Sue For Union Ouster

ALBANY—Two operators, claiming they were deprived of their livelihood by expulsion from the operators' union, asked the Court of Appeals this week to determine whether their expulsion was legal.

The appellants, Alex Polin and Charles Schneider, of Brooklyn, charged through their counsel, Charles H. Tuttle, that they had been ousted from the Motion Picture Operators' Union because they criticized the president, Sam Kaplan.

They brought an action against Kaplan, it was stated, for failing to account for union funds, asserting he had used coercion to get the job of organizer at $20,000 a year, gifts of $28,000 from the union and a raise in pay as president from $250 a year to $150 a month. They asked to have an order of a lower court reinstated so they can earn a living, claiming that as the union controls most of the theatres in Greater New York they have been unable to obtain work.

Fox Suit on Today

Suit of Winfield Sheehan, vice-president and general manager of Fox, versus William Fox, charging the latter converted 4,100 shares of Fox Film loaned him by Sheehan, is scheduled to get under way today in Supreme Court, New York.

Verichrome Film Formed

ALBANY, N. Y.—Verichrome Film, Inc., has been organized here.

The above company is an Eastman Kodak subsidiary, and is a legal formality in connection with the marketing of Kodak Verichrome Film.

W. B. Takes Mortgage

Warners have taken an $800,000 mortgage due June 2, 1932 on the Hollywood theatre. The Pown Corp. accepted the mortgage.

Takes Yonkers Lease

YONKERS—RKO has leased for 10 years the corner store at South Broadway here.

Off the Record

IT isn't always in the conference room that picture contracts are signed. For color, that Tom Mix contract with "U" for a series of six westerns captures a niche all its own. The actual papers were signatured in Mix's circus car at Stamford, Conn., last Friday afternoon. Mix finishes his circus contract first and reports at Universal City in October —horse and all, for Tony is an important part of the deal.

●

Those rumblings about changes in an important organization persistently persist. Something or other is supposed to have happened on the last week-end cruise of the *Mauretania*. That's the yarn, believe it or not.

●

Carl Laemmle is opposed to any screen advertising and his readiness to have Universal enter into a cooperative arrangement with Allied States Association is in spite of that organization's stand on sponsored reels, he makes clear in a letter to the exhibitor organization. Laemmle advanced financing to Allied in return for that organization's recommendation that members give all possible consideration to Universal product.

●

Sam Rinzler is keeping both hands busy. With the right he is buying theatre and with the left he is operating a number of Brooklyn houses in opposition to Fox. But chroniclers of OFF-THE-RECORD hear that in a short time he will take over those Fox houses that are in competition with his chain of 17.

●

He's a D. M. for one of the major outfits and is selling one of his specials with the proviso that it doesn't go on twin bills. He's puzzled these days since the circuit that owns the company will be one of the first to double feature the picture and then try to keep independents from following suit.

New Incorporation

DOVER, Del.—Charter was filed here by:

Art-Craft Pictures Corporation, to deal in all kinds of motion pictures. 100 shares, no par value. Represented by Samuel C. Wood, D. P. Mitchell, Jr., and William M. Stevens of New York City.

May Sue on Percentages

LONDON—The Kinematograph Renters' Society threatens to institute exhibitor suit to check alleged fraudulent returns on percentage runs.

In Radio Tie-Up

Warner-First National stars will be featured in "The Radio Newsreel of Hollywood," a 52-week serial broadcast which gets under way about June 22. A continued story will provide continuity and a connecting thread throughout the entire series.

"Viking" Opens Tonight

"The Viking," produced by Varick Frissell and handled by J. D. Williams and Associates, has its New York premiere at the Central Park Theatre tonight.

Indifferent Day for Stocks

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	5⅜	4⅞	5⅜	+ ⅜	900
Consolidated Film Industries pfd	14⅜	13¾	13¾	+ ⅛	600
Eastman Kodak	133¾	130¼	130½	—3¼	2,100
Fox Film "A"	20¼	19¾	19⅞	— ⅛	15,300
General Theatre Equipment new	5½	5	5	.....	16,800
Loew's, Inc.	42⅝	40⅞	41	—1¼	5,000
Paramount Publix	24½	23¼	23¼	— ⅞	8,600
Pathe Exchange "A"	3½	3½	3½	.....	100
RKO	14¼	13⅜	13⅜	— ¼	8,200
Warner Bros.	9⅜	8¾	9	+ ¼	50,000
Warner Bros. pfd	19¾	19⅜	19¾	+1⅛	300

Educational Up 19¼ Points

	High	Low	Close	Net Change	Sales
Educational	42	30½	42	+19¼	3,500
Fox Theatres "A"	3⅜	3¼	3¼	— ⅛	300
General Theatre Equipment pfd	13½	11	11½	— ⅛	1,610
Sentry Safety Control	1	1	1	.....	100
Trans Lux	6¼	6⅛	6⅛	— ⅛	400

Bonds Gain Slightly

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	47¼	45⅛	46	+4	19
Keith B. F. 6s '46	64½	64½	64½	.....	1
Loew's 6s '41 ex war	96¼	96¼	96¼	+ ¼	1
Paramount Broadway 5½s '51	101½	101½	101½	.....	2
Paramount F. L. 6s '47	91	90	91	+ ½	12
Paramount Publix 5½s, '50	80¼	80½	80½	+1	12
Pathe 7s '37 ww	81	81	81	+1	1
Warner Bros. 6s '39 wd	49	46	48½	+3½	58

New Fox Board Is Tryout of Bankers' Idea

(*Continued from page 1*)

"big business to Fox, chief of which it declares to be the budgeting of expense.

"The plan has not been in operation long enough to judge how this change will work out contrasted with the budgeting of single productions, but Mr. Clarke said at the annual meeting of the stockholders that he expected it to show a saving of at least $3,000,000 in production expense this year," continues *The Times*.

The paper declares it is expected the progress of Fox under the guidance of the bankers will follow much the same course as that of Paramount since representatives of Kuhn, Loeb & Co. were elected to the board in 1916. "This progress has been almost wholly in the development of the financial structure. Paramount is said to have the most stringent system of amortization of production costs in the film business, and the amount charged off to depreciation each year is great, compared with the depreciation charges of most industrial companies," the article adds.

"Gene" Zukor Heads Drive for Legion Post

Eugene Zukor, newly-elected commander of S. Rankin Drew Post, American Legion theatrical unit, is engineering a membership drive to draft into active enrollment all workers in the show business. Serving on Zukor's committee are: Aaron Sapiro, George Schor, A. F. Cronhardt, Paul Gould and John McCloy.

Working Out Plan

Officers of the Shubert Theatre Corp., which is defaulting on interest due on its six per cent debentures, are endeavoring to work out a new financial plan. In the interim, Broadway reports persist the company is to curtail its production activities.

Lee Shubert told MOTION PICTURE DAILY last night:

"Oh, no. We will be busier than ever."

Clara on Tour?

Clara Bow, according to International News Service, will shortly make a "farewell personal appearance tour."

Publix, it is understood, recently negotiated with Miss Bow for a personal appearance in the New York and Brooklyn Paramount theatres, but negotiations are reported dropped.

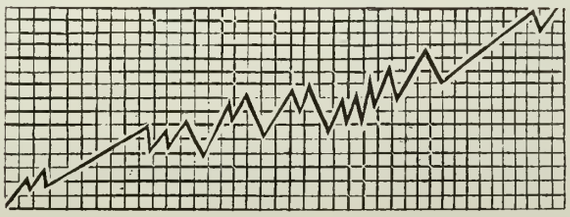
"The Sheik" a Remake

HOLLYWOOD—Paramount plans a talker remake of "The Sheik," a which Rudolph Valentino skyrocketed to fame. George Metaxa, Roumanian actor recently signed by the company in London, will do the sheiking and Claudette Colbert will be the feminine victim.

"Featurettes" Is Name

Columbia's nine groups of single reels are to be released under the general title of "Featurettes."

A Plain Advertisement Presenting Facts



WHY IS PARAMOUNT DOING A RECORD BUSINESS IN SHORTS?

•

1. **Because** PARAMOUNT kept from the start a policy of putting the same high class stars, showmanship and relative money into producing shorts as into the best quality of features.

2. **Because** PARAMOUNT made a nation-wide survey of theatres and the public to find out what kind and what number of shorts are needed. And based its production plans on the results.

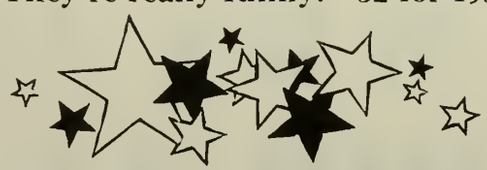
3. **Because** PARAMOUNT, with studios in New York and Hollywood, alone gets the cream of screen and stage talent for shorts. The result is big star names and wide variety in our shorts that no other company can touch.

4. **Because** PARAMOUNT SOUND NEWS not only scoops all its rivals consistently on big free-for-all stories but continually presents sensational exclusive features. And gives you an up-to-date, 100% showmanship reel twice a week.

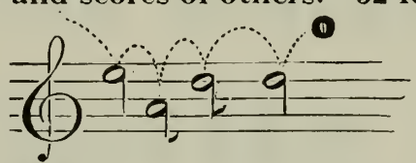


4 Charlie Ruggles | 4 Smith-Dale | 4 Dane-Arthur | 4 Ford Sterling | 4 Al St. John | 4 Lulu McConnell | 4 Billy House | 4 Another Big Name

5. **Because** PARAMOUNT TWO-REEL COMEDIES fulfill the two prime requirements of this type of entertainment: (1) Names that sell seats; (2) They're really funny. 32 for 1931-2.



6. **Because** PARAMOUNT ONE-REEL PRODUCTIONS are given the same careful production attention relatively as Paramount features. And star such drawing cards as Eddie Cantor, Lillian Roth, Eugene and Willie Howard and scores of others. 52 for next season.



7. **Because** PARAMOUNT SCREEN SONGS, produced by Max Fleischer, are the original singing cartoons and still the best by far on the market.



8. **Because** PARAMOUNT TALKARTOONS prove by sales that they are the leading single reel novelties available. 18 for 1931-2.



Walter Hagen | Horton Smith | Geo. Von Elm | Joe Kirkwood

9. **Because** PARAMOUNT PICTORIAL, featuring golf stars like the above and big shots like Rudy Vallee, Lowell Thomas, John Philip Sousa and a host of others, is a little giant seat-seller. One reel. 12 a year.

IF YOU BUY PRODUCT ON FACTS, YOU WANT
PARAMOUNT SHORTS

"Daddy Long Legs" a Wow In Baltimore

BALTIMORE—The New theatre showing "Daddy Long Legs," came near the record mark for its 1,600 seats by taking in a gross of $15,000. Its average is $8,000.

Audiences were enthusiastic in praise of this picture and the crowds were tremendous. They loved Janet Gaynor in this.

Next for high was Loew's Stanley, where Joan Crawford appeared in "Laughing Sinners." The gross went to $20,500, which is excellent for this house but not up to some of the records Miss Crawford has run up there previously.

Loew's Century just went about average with a gross of $19,000 on "Up Pops the Devil," with the Loew-Capitol stage show, "Breezing Along."

Estimated takings for the week ending June 11:

"WHITE SHOULDERS" (Radio)
KEITH'S—(2,500), 6 days plus a Sunday midnight showing. **Gross:** $6,000. (Average, $5,500.)

Week Ending June 12

"LOVER COME BACK" (Col.)
RIVOLI—(1,982), 25c-50c, 6 days. **Gross:** $6,000. (Average, $7,500.)

"THE PUBLIC ENEMY" (Warners)
WARNERS' METROPOLITAN—(1,300), 15c-50c, 6 days. **Gross:** $5,700. (Average, $4,500.)

Week Ending June 13:

"PORI" (Ufa)
LITTLE—(267), 35c-50c, 6 days. **Gross:** $900. (Average, $850.)

"UP POPS THE DEVIL" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit. **Gross:** $19,000. (Average, $19,000.)
(Shown uptown after one week downtown at Loew's Stanley.)

"INDISCREET" (U. A.)
LOEW'S PARKWAY—(987) 15c-35c, 6 days. **Gross:** $4,200. (Average, $3,500.)

"LAUGHING SINNERS" (M-G-M)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $20,500. (Average, $17,500.)

"TOO YOUNG TO MARRY" (F. N.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $2,400. (Average, $2,800.)

"DADDY LONG LEGS" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $15,000. (Average, $8,000.)

"Daddy Long Legs" Panics Buffalo Runs

BUFFALO—With the weather cold and drizzling rain at the start of the week, the $27,900 chalked up by "Daddy Long Legs" at the Great Lakes was sensational. That's better than $5,000 above average and the best business since "Trader Horn," which got the same figure. The picture garnered most of the business in town, for other houses were away off.

Estimated takings for the week ending June 12:

"THE LAWYER'S SECRET" (Para.)
BUFFALO—(3,500), 35c-65c, 7 days. Publix stage show. **Gross:** $21,800. (Average, $25,000.)

"IRON MAN" (Univ.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $8,700. (Average, $12,000.)

"DADDY LONG LEGS" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $27,900. (Average, $22,500.)

"KICK IN" (Para.)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaude. **Gross:** $16,500. (Average, $20,000.)

"BEYOND VICTORY" (RKO-Pathe)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $10,000. (Average, $12,000.)

"Long Legs" Is Charlotte Top Notcher

CHARLOTTE—Favorable publicity in the local newspapers and good weather sent the box-office receipts for "Daddy Long Legs" soaring at the Carolina, making it the week's leader. However, "Iron Man" at the Carolina also topped the average by $1,500.

Estimated takings for the week ending June 13:

"IRON MAN" (Univ.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $5,000. (Average, $3,500.)

"PARTY HUSBAND" (F. N.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,000. (Average, $3,500.)

"LAUGHING SINNERS" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"DADDY LONG LEGS" (Fox)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $7,000. (Average, $5,500.)

Gaynor Film Best of Year At Ind. House

INDIANAPOLIS—Janet Gaynor drew them at the Apollo, where "Daddy Long Legs" nearly doubled the average and got the best business of the year at $10,000, proving that good pictures can get money. Among the other houses, the Indiana was the only one at par, Brooke Johns being given part of the credit. The Gaynor film is being held over.

Estimated takings for the week ending June 13:

"DADDY LONG LEGS" (Fox)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $10,000. (Average, $5,500.)

"DONOVAN'S KID" (RKO)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $6,500. (Average, $8,500.)

"THE LAWYER'S SECRET" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. Publix unit. **Gross:** $20,000. (Average, $20,000.)

"THE MALTESE FALCON" (Warners)
LYRIC—(2,000), 25c-50c, 7 days. Six acts RKO vaude. **Gross:** $8,500. (Average, $10,000.)

"LAUGHING SINNERS" (M-G-M)
PALACE—2,800), 25c-50c, 7 days. **Gross:** $9,500. (Average, $12,000.)

Cancel $125,000 in Para. Bldg. Bonds

Paramount Broadway Corp., a wholly owned subsidiary of Paramount Publix, yesterday delivered for cancellation to the Chemical Bank & Trust Company, trustee, $125,000 par value of its first mortgage 5½% bonds secured by mortgage on the Paramount Building, New York City. This delivery and cancellation was made pursuant to the sinking fund provisions of the indenture, which call for a redemption of $125,000 par value of these bonds on June 1, 1931. The original issue of these bonds was $10,000,000, and after the cancellation of the foregoing $125,000 there will be issued and outstanding $9,250,000 par value of this issue.

Norworths in 6 More

Mr. and Mrs. Jack Norworth will do six more of "The Naggers" series for Vitaphone under terms of a new contract just signed.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

5 New Series For AmerTran Amplifiers

NEWARK, N. J.—American Transformer Co. has just announced five items of associated equipment especially designed for use with AmerTran Series 80 power amplifiers. The new equipment is arranged so that it may be used with other standard amplifiers having 500-ohm input circuits, it is stated. The various available units are: Master Control, type C-81; Master Control with one stage Preamplifier, type A-88; two stage, Low Level Input Amplifier, Type A-89; "A" Power Supply unit (12-volt), Type P-78, and Dynamic Field Supply Unit, Type P-101.

It is the function of Master Control Type C-81 to control volume, to select signals from a 500 or 200-ohm source, and to regulate operating current to the 200-ohm source, it is claimed. The volume control is a 500-ohm constant-impedance, T-pad attenuator and the output impedance is 500 ohms. The Type A-88 Master Contol with Pre-Amplifier is identical to Type C-81, except a one-stage, low-level amplifier is connected in the 200-ohm input circuit, it is said.

Input Amplifier Type A-89 is for raising low-level signals to values sufficiently for exciting the main amplifier. It employs two transformer-coupled stages utilizing d.c.-operated 227-type tubes and has an output impedance of 500 ohms. It is available with a high-impedance or 500-ohm impedance input and is supplied in a compact metal case designed for wall mounting, American Transformer states.

Power Supply Unit Type P-78 has been designed to provide filament current for AmerTran d.c.-operated amplifiers, such as Type A-89. It has an output of 12 volts filtered d.c. at 1.75 amperes and operates from 110-volt, 60-cycle lighting circuits. Power Supply Type 101 is of similar design but provides an output of 7.5 or 15 volts at 1.5 amps. It will energize the fields of one or two dynamic loud speakers, the company states.

Erpi Equipment in New Orleans Hotel

NEW ORLEANS—ERPI has installed portable sound equipment in the Roosevelt Hotel. The equipment was installed free of charge the hotel pledging itself to make it available to sales conventions, etc., whenever necessary. It has been highly successful in presenting sales talks to a sales convention for Coca Cola, a centennial celebration of the International Harvester Company and other events where educational sound pictures have been shown. The films are made by Educational and booked through its local exchange.

Westinghouse Tried to Buy Patent, Claim

WILMINGTON—Westinghouse Electric Supply Co., subsidiary of the Westinghouse Electric and Manufacturing Co., sought to buy the Nakken sound-on-film patent, it is charged in infringement suit brought against the company by the Nakken Patents Corp., New York. The Nakken firm held the patents rights at $500,000 plus royalties, but its offer was refused, the bill of complaint alleges.

According to the bill, Patent No. 1,522,070 was issued to Theodorus H. Nakken of Rotterdam on January 6, 1925 and the patent was then assigned to a corporation in Holland.

Later a reissue was applied for when the patent was inoperative, due to defects or insufficient specifications, brought about by errors which it was contended by the plaintiff was due to inadvertence. Reissue Patent No. 16,820 was issued on February 7, 1928 and was assigned to the Nakken Patents Corporation.

The bill brings out that Nakken was unaware of serious errors in the original patent which endangered the protection of the invention until November, 1925, when it is alleged that the Westinghouse Electric and Manufacturing Company started negotiations for its purchase from Nakken. The bill alleges that he offered to sell the invention to Westinghouse for $500,000, plus royalties. Westinghouse is alleged to have declined the offer and stated that it would use the invention because the patent was no good in that it offered no patent protection.

It is alleged that Westinghouse's subsidiary has since continued infringement of the patent.

The bill states that among the corporations licensed by the Nakken Patents Corp. to use the invention are Warner Bros., Vitaphone and the French Telegraph and Cable Co., Inc.

The court is asked to enjoin Westinghouse from continuing the alleged infringement and to order it to file an accounting of profits derived through the alleged infringement.

Installing Cooler

LOS ANGELES—The Studio theatre, 300 seat house in the Franklin-Hughes circuit, is having installed a Carrier Engineering air conditioning system.


Super-Lite Lens
The Perfect Screen Lens. Adaptable to Any Projector. More Brilliant Illumination. Clearer Pictures. Greater Visibility.
PROJECTION OPTICS COMPANY, INC.
Rochester New York

Marcus Loew Circuit Profit Jumps 140%

TORONTO—Is business poor in Canada? They did not say so at the annual meeting of shareholders of Marcus Loew's Theatres, Ltd. Announcement was made that net profits for the first five months of 1931 were $96,628, an increase of $56,266 over the corresponding period of 1930. This represents an increase of 140 per cent.

For the last fiscal year, ending January 1 last, the net earnings of the Toronto company amounted to $115,947, while the net profits for 1930 were $52,298.

Leopold Friedman of New York was elected to the board of directors to fill the vacancy caused by the death of Lawrence Solman of Toronto, for years an outstanding Canadian showman.

During the past five months, three features have been held over at Toronto Loew's because of good business. No picture had been held over at this house for 14 years until "Whoopee" came along.

Hollywood Listening As Money Talks

(Continued from page 1)

eral large companies, and rumblings of further "cleaning-out" in the production end followed. The boys whose scribbled signatures on vouchers called for money are beginning to wonder if there really is a pot of gold at the end of the rainbow. And they're economizing.

Those with tender sensibilities were told that "the bankers" had ordered the wholesale economies, and they're beginning to pay heed—and all indications point to the possibility that production executives are entering an era of restraint as far as finances are concerned. And some are actually assuming an air of humility.

No Drop in W. B.-F.N. Schedule of Seventy

(Continued from page 1)

reason for reduction in pictures now "shooting" is due to the "enlarged capacity of the studios and the efficient production methods recently instituted" which enabled the two companies to turn out feature pictures in considerably less time than was formerly the case. He adds rehearsals have reduced retakes as well.

Milder Sails Tomorrow

Max Milder sails for London tomorrow on the Leviathan to assume supervision of Warner-First National sales in England.

Theatre Fall Fatal

OMAHA—Mrs. Nettie Ann Wilson was fatally injured when she stumbled and fell into the orchestra pit of the Lake, suburban house. The theatre was dark at the time.

Texas Open Sundays

DALLAS—Many exhibitors over the state have opened their theatres on Sunday since the governor signed the bill legalizing Sabbath shows.

Purely Personal

CHARLIE EINFELD celebrated his fourth wedding anniversary yesterday. For lunch he had beef salad a la Astor, tea and pound cake; in the evening a de luxe dinner with Mrs. E. by his side and then to "The Band Wagon."

PEG FOLEY is the latest of the Foley family to win a Film Board secretaryship. Her two sisters, Clare and Rowena, are secretaries at San Francisco and Buffalo, respectively.

SAM MORRIS has gonue in for yachting. Bought a new boat—a 50-footer—hired a crew and over these week-ends at Neponsit goes in for the deep sea stuff.

MONTY SALMON, manager of the Fox in Brooklyn, is conducting a regular series of smokers. Says they help create better understanding with the staff.

MAURICE DOYLE, treasurer of the Imperial Theatre, Toronto, for years, is a full-fledged manager, having been appointed to the Parkdale there.

NORMAN MORAY takes over Max Milder's office at Warners when the latter sails to take over his new post in England.

HAROLD F. SLITER, officer manager of the Fox Buffalo division, is now a benedict. Mrs. S. was formerly Edna Kelly.

ARTHUR B. BENSON is now company manager of the Fanchon and Marco "North-South-East-West" unit.

WILLIAM H. MOXON'S new job is managing "Olympic Games," one of the F. and M. stage shows.

GEORGE WITHERSPOON is now manager of the Fanchon and Marco "Tomorrow's Stars" Idea.

JOE PLUNKETT, off to a good start last fall in golf, is hesitating and hesitating this year.

DAVID SARNOFF has turned over his office in the Palace Theatre building to Roxy.

DICK BARTHELMESS is figuring on leaving for Hollywood tomorrow.

Mystery Deepens in J. R. Neth Kidnaping

COLUMBUS, O.—Mystery deepens as detectives continue their search for the two men who recently kidnaped J. Real Neth, head of local theatre circuit, who was thrown from a machine 50 miles from here after having been beaten and robbed.

Detective James J. Creedon, who says the man-hunt is expected to extend to other states, declares that Neth was "taken for a ride" for only one purpose, and it was not merely to rob him. The kidnapers planned to take his life, but abandoned the plan for a certain reason Creedon refuses to divulge.

After being thrown from the machine Neth walked 11 miles before reaching Marion, it has been established.

Wis. Meet Topic Is Status on Allied

(Continued from page 1)

the conduct of the M. P. T. O., which is headed by Fred S. Meyer, Universal manager here. Application was made by the new unit for the Allied franchise, but this has not been acted upon.

The banquet will be held at 7 tonight with A. C. Gutenberg, vice-president of the M. P. T. O., giving the address of welcome. The response will be made by George Huebner of Oconomowoc. Addresses will include those of George Fischer, Milwaukee, convention chairman; Fred Metcalfe, president of the Milwaukee Motion Picture Commission, and Mrs. Agnes Charbonneau, only woman member of the state assembly.

New Color Film Process

LONDON—Innovation of the Spicer-Dufay process marks the latest method of coloring films. Tiny colored squares, each a seven hundred and fiftieth of an inch on a side, in orange, blue-violet and green are the colors. Members of the Royal Society were given a demonstration here.

Marston Gambles on Femme Gambling

For years now Dr. William B. Marston, objective psychologist and formerly of the Columbia University faculty, has been "pysching" women until today he thinks he knows pretty much all there is to know—about reactions, etc., etc. However, it seems that Marston has yet to figure out how they react to gambling. So—

At the Warner projection room tomorrow he will produce 24 of the gentler sex—blondes, brunettes and redheads—show them gambling as it is done on the screen and watch what his galvinator reveals.

The gambling background will be supplied by "Smart Money." The rest of the story is that the new Edward G. Robinson picture opens at the Winter Garden the following morning.

Profit Forecast Sends Educ'l Up 19¼ Points

(Continued from page 1)

circles to be traceable to anticipated earnings for the second quarter to June 30, which is also the first half of the company's fiscal year.

DOVER, Del.—Educational Talking Pictures Co., Ltd., has been organized here, listing no capitalization, but 65,000 shares of common stock.

Earle W. Hammons told MOTION PICTURE DAILY yesterday that the new company was organized to handle production on the Coast.

"All Quiet" at Rialto

"All Quiet on the Western Front" goes into the Rialto today for a limited run under the new revival policy.

New E. K. Home Film

Eastman Kodak has developed a new type film for home cameras, said to be capable of taking indoor pictures at night.

Fire Ordinance Is Signed by Mayor Walker

(Continued from page 1)

as studios will be forced to close, eliminated.

Prior to the signing of the ordinance Senator Henry J. Walters of RKO, who represented the M. P. P. D. A., stated that, as the new ordinance stands it represents a complete system of handling inflammable film. Heretofore there have been no laws covering studios, he said. He told the mayor that the ordinance under which theatres were operating was 20 years old and permitted only 5,000 feet of film in booths. Today, he said, the average feature was in eight reels, thereby making it physically impossible to operate a theatre without violating the law. John J. Dorman, fire commissioner, stated:

"There is nothing on the books which took care of the studios, and as the ordinance now reads everything is taken care of."

Charles O'Reilly, president of the T. O. C. C., contended that picture shows average two and three-quarter hours and that houses today are using from 25 to 50 per cent more film to give the same type of show than they did previous to the advent of talkers. Hence, he said, it was impossible to operate without violation of the law.

Mayor Walker asked O'Reilly how many theatres in the city have had fires since increasing the amount of footage in the booths. "The records are remarkable, although I don't know off hand," he replied.

"In other words every studio, theatre and laboratory is violating the law," the mayor said. This was admitted.

"Well, rather than make the unemployment situation any worse than it is, paralyze a great industry and deprive the public of a great entertainment, there is nothing else to do than sign the bill." He signed it and O'Reilly then grabbed the pen, which he says he will frame.

The T. O. C. C. has been working 15 months on the new ordinance and sponsors anticipate that it will result in reduction in fire insurance rates. It eliminates the penalty clause in current form of insurance policies and wipes out various litigations Warners and Paramount are facing for violation at their local studios.

In addition to O'Reilly and Walters representing the industry were Rudy Sanders, president of the Brooklyn theatre owners; Leo Fleishman of Loew's, J. Gove of M-G-M, Nat Goldberg and James Murphy of Universal, John Hammel of Paramount and Sam Sonin, secretary of the T.O.C.C.

Permit Sunday Shows To Aid Unemployed

KEARNEY, N. J.—Donating 20 per cent of the gross to the unemployment fund, RKO's Regent and Lincoln were permitted to operate Sunday, marking the first Sunday shows here in two decades. The Hudson did not enter the compact and its manager, Ralph D. Reid, was arrested when he attempted to operate the house.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 15 NEW YORK, WEDNESDAY, JUNE 17, 1931 TEN CENTS

General Salary Slashes Are Believed Forestalled

Sheehan Wins Suit vs. Fox; Trial Dropped

Lawyers Reach Out of Court Agreement

The law suit brought by Winfield Sheehan, general manager of Fox Film, against William Fox, former president of the company, was settled yesterday while a jury waited and both parties were about to proceed to trial before Justice Schmuck in Trial Term 18 of the New York Supreme Court.

The out-of-court settlement was handled for Sheehan by Nathan Burkan and for Fox by Samuel Untermyer. Sheehan claimed Fox owed him $310,852, this being the proceeds of approximately 4,000 shares of Fox Film stock which Sheehan had main-

(*Continued on page 2*)

Radio to Deliver All Films Promised

Radio Pictures will round out the full complement of 34 pictures on the 1930-31 schedule, according to Charles Rosenzweig, distribution chief. There are nine Victory pictures and "The W Plan" to be delivered under the program. "Strange Women" and "Nancy's Private Affair" now are ready for release and the two more Victorys which will be delivered in August will bring the number to nine.

Globe Gets Go-by From All Circuits

Poor business at the Globe, New York, is reported the reason for the shutdown of the theatre with RKO meeting the unused term of its lease between now and the end of June at which time the agreement runs out. This reduces the number of Broadway houses showing pictures from 19 to 18.

Unless RKO makes another deal for a house, this will reduce its first

(*Continued on page 8*)

Rembusch Hits Film Boards and Allied

INDIANAPOLIS—Frank J. Rembusch, who fostered the Association Against Business Monopoly, is out with a new blast against Film Boards and the Allied States Association. He charges the latter organization failed to protect the interests of independents at the hearings on the copyright bill.

S.E. Unit Joins MPTOA

ATLANTA—Persuasive argument by M. A. Lightman, president of the M.P.T.O.A., resulted in affiliation with that organization of the Southeastern Theatre Owners' Association now winding up its annual convention here. Oscar Lam of Rome, Ga., was elected president, with Hugh Manning of Teowah, vice-president, and Love B. Harrell, secretary-treasurer. Lightman, Dave Palfreyman, Ed Kuykendall and Carter Barron were speakers at the sessions.



M. A. Lightman

Bank Loans Paid, Universal In Strong Financial Spot

By careful pruning and increase of sales, Universal now has surplus enough to guarantee financing of new season's production, MOTION PICTURE DAILY learns. The company, it is stated, is clear of bank obligations and a statement to that effect now is being prepared. There have been reports in circulation concerning the company's relations with bankers, most of them all wet. Laemmle is building a theatre on the Coast and it is expected to be leased to Hughes-Franklin Theatres.

Substitution Clauses Hit by Exhibitors

PITTSBURGH — Substitution clauses in current contracts are hit in a resolution passed by the M. P. T. O. of Western Pennsylvania and West Virginia. The organization calls attention to action of the trade practice conference in declaring such substitution an unfair trade practice.

The clause now being used, the organization says, gives the distributor the right to change story, star, cast or director, giving the distributor the right of substitution "on all produc-

(*Continued on page 8*)

No New Members in Chi Union 13 Years

CHICAGO—Investigation of the operators' union is under way by the Grand Jury. Records of the organization are being examined. Tom Reynolds, union president, was scheduled to testify Tuesday and other union officials will be examined later.

The records show that no new members have been admitted to the union since 1918, all new members being permit men who give ten per cent of their salaries to the union.

British Films Not Shelved—Cooper

TORONTO—Col. John A. Cooper, president of the Motion Picture Distributors Association of Canada, has denied emphatically that Canadian companies were buying up British films for the Dominion in order to insure their failure, as charged by the Imperial Order of the Daughters of the Empire in convention at

(*Continued on page 8*)

Chicago Censors Pass Two; Hold "Enemy"

CHICAGO—Shortly after passing Tiffany's "Hell Bound," the Chicago board of censors issued a permit for Fox's "Quick Millions." Minor dialogue deletions were ordered. No permit has been issued by the board as yet for Warner's "Public Enemy," submitted more than six weeks ago.

M-G-M Decision Against Slashes Seen as End Of Reductions

Further salary slashing in the industry is believed to have been forestalled following action of M-G-M in falling in line with other companies which have declared against wage reductions. Columbia, Radio and Fox are on record with similar stands. The M-G-M action was unanticipated, for the company is known to have considered salary cuts.

Assumption of definite stands against salary reductions is understood to be in line with the Hoover administration's policy against wage cuts. The President, it is said, intends to campaign next year on a platform of high wages and is calling upon leaders in all industries to maintain present levels.

"Buy Now to Help Business"—Meyer

MILWAUKEE—"Buy right, but buy now," President Fred Meyer told 150 exhibitors who met here yesterday when the M. P. T. O. of Wisconsin convention got under way. He said to showmen present this was the time to close contracts to keep the industry prosperous.

The convention is slated to decide whether the organization is to remain in Allied today and will also deter-

(*Continued on page 8*)

Producers Invited to Join Canadian Body

TORONTO—Initial steps have been taken for the organization of a film producers' section of the Motion Picture Distributors and Exhibitors of Canada, of which Col. John A. Cooper is president. An invitation is being extended to all Canadian companies

(*Continued on page 8*)

50 as Nucleus

MINNEAPOLIS — Fifty theatres will form the nucleus of the Minneapolis buying combine, it is understood. The membership is expected to be outlined at the annual convention of the Allied exhibitor unit to be held here September 9 and 10.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 17, 1931 No. 15

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Product

WHEN the characters battle the elements, "The Viking" (J. D. Williams and Associates) reaches awesome heights rarely before caught by a motion picture camera. When the characters tussle with human emotions, the picture goes 1915 and it's very bad.

Produced by Varick Frissell, who later lost his life when the boat that gives the film its name blew up, "The Viking" deals with seal hunting and two seal hunters' love for the same girl. The ice and sea stuff are terrifying, fascinating and comment-provoking and will stand as much exploitation as any showman may care to put behind them. Those unique sequences may be enough to send the film over if the plug is heavy enough.

But under all circumstances lay low on the story. For safety's sake.

"JUST A GIGOLO" (M-G-M) sounds melodramatic but, is diverting fun. Someone on the M-G-M lot is bearing down on Billy Haines' wisecracking in favor of a more subtle approach on comedy situations. That's something.

The gigolo business, as you might presuppose, is a means to an end and that end is to find out if the girl Haines goes for in a big way is the faithful kind. In the process, some of the circumstances turn risque, but dialogue and handling never permit them to become offensive. Haines is good, but Irene Purcell's affected high-nasal English accent becomes a pain. Also, she is inclined to overact.

KANN

Off the Record

YOU'VE probably heard those stories about Sid Kent taking over Paramount production, in addition to his job in distribution. Here's the inside on that:

●

Kent attended that memorable Denver meeting, held not so long ago, at which Ben Schulberg was told he was to be boss of the studios, East and West. From that confab sprang the yarn. As a matter of fact, Kent is taking no more interest today in production than he has in the past, but, curious as it sounds, that interest is plenty.

●

After all, he has to sell what the studio turns out and it, therefore, becomes entirely reasonable for him to be plentifully concerned with production and its policies.

●

W. A. Steffes, general manager of the Northwest exhibitor association and founder of Allied, is in New York en route to attend the annual convention of the New Jersey exhibitor unit. At the sessions, Steffes is to defend himself from allegations that he was on the payroll of Sentry Safety Control, which company effected a hook-up with Allied. Joe Pastor, Chicago exhibitor, is accompanying Steffes.

●

P. G. Wodehouse, British humorist, is not going to work after his experience in Hollywood. "Sudden work after all this might prove fatal," he declares in a wire from Hollywood declining Sam H. Harris' offer to appear in "Once in a Lifetime." Harris wanted him to play the role of a playwright, disillusioned by Hollywood. In reciting his picture experiences Wodehouse says a film company had paid him a salary of $2,000 a week for a year and that he could not see "what they engaged me for."

●

Who is the chap that pulled a boner at the last public hearing of the fire ordinance and almost caused the mayor to cut the hearing short?

●

What is the real motive behind that fire ordinance just signed by Mayor Walker? Who is the man it will benefit most? Circuit heads can tell you.

First Columbia Outing

Columbia will hold its first annual outing Saturday, June 27, at Karatsonyi's, at Glen Cove, L. I.

Sold to Famous Canadian

RKO Pathe has closed its 1931-1932 product with Famous Players Canadian Corp.

Hart Gets Post

MILWAUKEE—Harry Hart has replaced Ben Louthain as manager of the Big 4 exchange here.

Signs Bessie Love

HOLLYWOOD—Tiffany has signed Bessie Love to play opposite Conway Tearle in "Morals for Women."

Stocks Irregular; Loew's Pfd. Off 2 3/8

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	5⅜	5⅜	5⅜	.....	100
Consolidated Film Industries pfd	13½	13½	13½	— ¼	100
Eastman Kodak	132¼	129½	132¾	+2¼	1,800
Fox Film "A"	19⅝	19¼	19⅝	— ¼	4,700
General Theatre Equipment new	5⅛	4¾	5	.....	5,600
Loew's, Inc.	41¾	40¼	41⅜	+ ⅜	2,000
Loew's, Inc., pfd.	85⅛	85⅛	85⅛	—2⅜	100
Paramount Publix	23⅜	22¾	23⅛	— ⅛	5,400
Pathe Exchange	1¼	1¼	1¼	.....	300
RKO	13½	13	13¼	— ⅛	3,200
Warner Bros.	8⅞	8¼	8½	— ½	13,900

Fractional Losses on Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3¼	3⅛	3¼	.....	600
General Theatre Equipment pfd	11⅜	10	10¾	— ¾	7,000
Technicolor	6	6	6	.....	100
Trans Lux	6⅛	6	6	— ⅛	700

Bond Issues Slightly Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	47	42½	44	—2	18
Keith B. F. 6s '46	65	65	65	+ ½	1
Loew's 6s '41 ex war	97⅝	96	97⅝	+1⅜	17
Paramount Broadway 5½s '51	101¾	101½	101¾	+ ¼	4
Paramount Publix 5½s '50	79½	79	79	—1½	4
Pathe 7s '37 ww	82	81	82	+1	16
Warner Bros. 6s '39 wd	48½	46½	47½	—1	24

Sheehan Wins Suit vs. Fox; Trial Dropped

(*Continued from page 1*)

tained he had placed in Fox's hands for sale.

In his action Sheehan alleged that on Dec. 24, 1926, he turned over the stock to Fox, who agreed to return the shares on request or the proceeds in the event he sold them. Sheehan alleged Fox sold the stock for $410,852 and paid only $100,000.

In his answer Fox entered a counterclaim for $190,664. He admitted the receipt and sale of the stock at the figure named by Sheehan. He said he made cash advances to Sheehan of $190,664, and invested the rest in 6,860 shares of the preferred stock of the Bankers Security Corp. He said he had been holding the stock as security for his cash advances to Sheehan and was ready to surrender it if Sheehan returned to him the $190,664.

It is understood the settlement on Sheehan's behalf was for upwards of $250,000 turned over to him yesterday by certified check; that his stock was returned to him and Fox's counterclaim entirely withdrawn.

Warner Zone Heads Will Meet Today

In answer to the call sent out by Dan Michalove, head of the Warner Theatres chain, there will be a meeting of the zone managers in New York this morning. The object is to acquaint managers with the coming Warner and First National Films.

Among those to be present are: James Coston, of Chicago; C. J. Latta, of Cleveland; Cullen Espy, of Indianapolis; I. J. Hoffman, of New Haven; William Goldman, of Philadelphia; Louis Lazar, of Albany; John H. Harris, of Pittsburgh; Leto Hill, of St. Louis; J. J. Payette of Washington, and Harry M. Kalmine, of Newark.

Al Brandt Reported Dying of Cancer

Joe Brandt left hurriedly for Hollywood yesterday afternoon as the result of a telephone call from Jack Cohn advising that Al Brandt, brother of the Columbia president and attached to the company's production department, was dying. He is suffering from cancer.

Brandt will travel by rail to Kansas City where he arrives tonight and will then fly to the Coast Thursday morning, arriving there about 8 o'clock the same night.

Gets "Symphonies"

"Silly Symphonies," Walt Disney cartoons, again are to be on the Columbia short subject program, following closing of new contracts.

Studio and Location Sound on Film Recording
Low Daily or Weekly Rates
Powers Cinephone Equipment Corp.
723-7th AVE., N. Y. BRyant 9-6067

WHOOPEE!!!!

TOM MIX

undisputed King of Western Stars and
"Tony" his Wonder Horse — — signs with

UNIVERSAL

production starts immediately on first of 6 greatest talking westerns.

Industry's most significant move to bring real fans back to the theatres!

Ride with a winner!



LOVE

GRIPPING DRAMA

TIFFANY PRODUCTIONS
present

"SALVATION"



Adapted from
EDWARD B. SHELDON'S
Stage Success

Featuring

Ralph Graves
Helen Chandler
Sally O'Neill

Directed by
JAMES CRUZE











A TIFFANY

VERSUS LUST

OF LIFE IN THE ROUGH!

"HELL"

A
JAMES CRUZE
PRODUCTION



The soul of woman laid bare in the foul slums! She went through hell to reach the heaven of her man's love!

An absorbing human drama of passion in the dark . . . A picture aimed for the heart interest of both sexes, all ages and all classes.

IT WAS A GREAT PLAY!
IT'S A GREATER PICTURE!



PICTURE

MY RIGHT HAS BEEN ROLLED U
MY LEFT HAS BEEN DRIVEN BACK. MY CENTER HAS BEEN SMASHED . . . I HAVE ORDERED AN ADVANCE FROM ALL DIRECTIONS

. . . MARSHAL FOCH

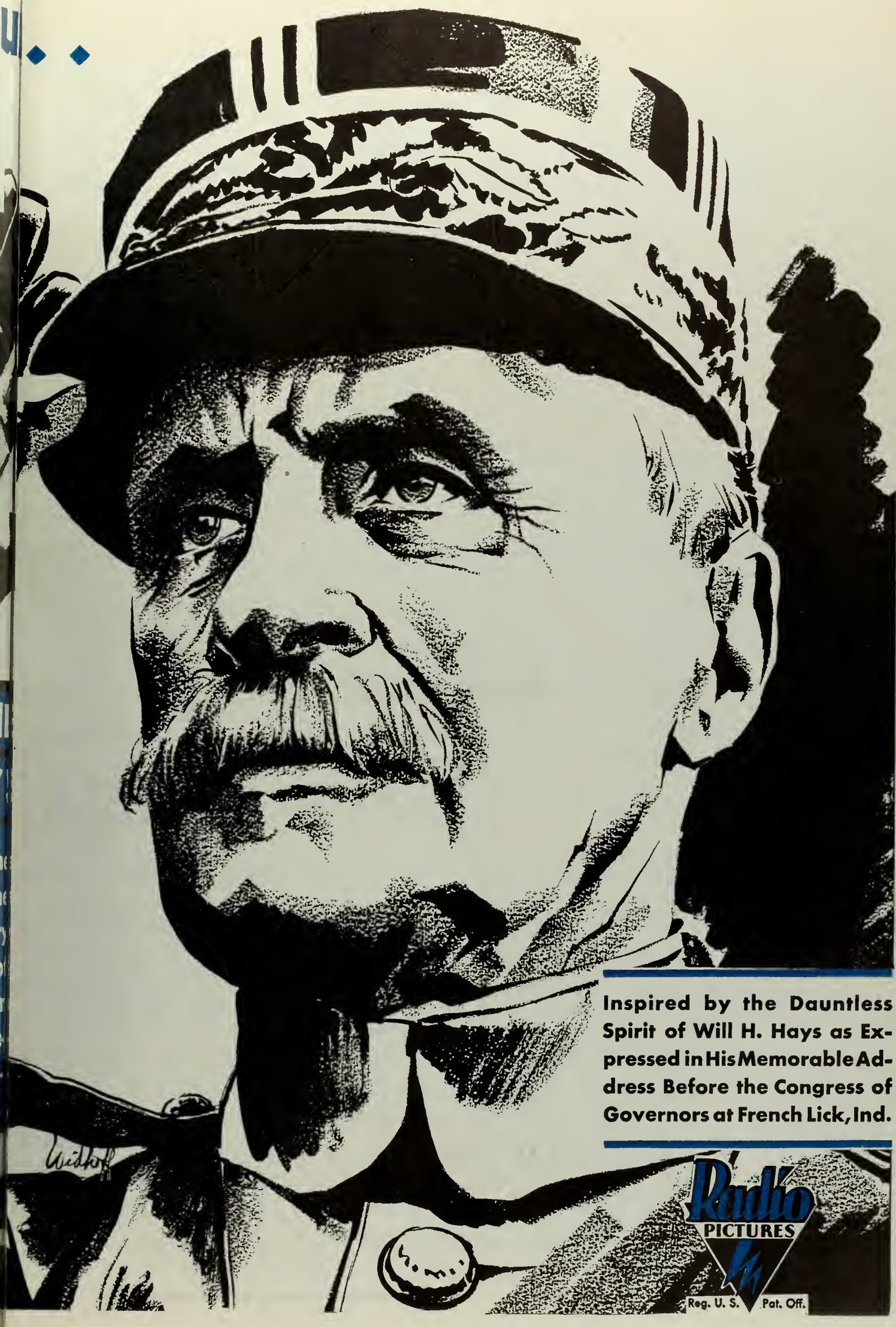


AND HE SMASHED THE FOE IN ONE ALMIGHTY SWEEP TO VICTORY!

The courage of Foch and his ringing command that turned the tide of battle should be a timely lesson to every showman in the world today. . . Now, if ever, is the time to bring into play every ounce of showmanship you possess . . . every last degree of spirit and enthusiasm of which you are capable. The Showmen of America are the shock troops in the Warfare against Depression. . . The Titans of RKO-Radio with eyes ever on the box-office back you up with a great line of new attractions. . . . . .

MOST PRACTICAL BUY OF THE NEW SEASON!





Inspired by the Dauntless Spirit of Will H. Hays as Expressed in His Memorable Address Before the Congress of Governors at French Lick, Ind.

Radio PICTURES

Reg. U. S. Pat. Off.

Fox Chortles When "Daddy" Does $100,883

"Happy Days Are Here Again." That's the theme song they're warbling these days at Fox following the sensational $100,883 chalked up by "Daddy Long Legs" at the Roxy. And this week the same picture is on its way to an estimated $65,000.

It's been some time since the big 7th Avenue theatre did anything like that since the week ending April 16, when "A Connecticut Yankee" rolled up $101,500, to be exact.

Estimated takings week ending June 11:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 2nd week, 7 days. **Gross:** $20,181.

"NEVER THE TWAIN SHALL MEET" (M-G-M)
CAPITOL (4,700), 35c-$1.50, 7 days. Stage show, Ted Lewis and his Jubilee Jamboree. **Gross:** $50,306.

"FIVE YEAR PLAN" (Amkino)
CENTRAL—(910), 50c-$1.50, 2nd week, 7 days. **Gross:** $10,775.

"CITY LIGHTS" (U. A.) (Return Engagement)
GEO. M. COHAN—(1,500), 25c-50c, 2nd week, 7 days. **Gross:** $2,444.75.

"SMILING LIEUTENANT" (Para)
CRITERION—(850), 5c-$2, 3rd week, 7 days. **Gross:** $14,500.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $8,148.75.

"LOVER COME BACK" (Col.)
GLOBE—(1,050), 35c-85c, 7 days. **Gross:** about $5,600.

"SVENGALI" (Warners)
HOLLYWOOD—(1.549), 65c-85c, 6th week, 7 days. **Gross:** $8,736.

"WHITE SHOULDERS" (Radio)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** about $16,000.

"VICE SQUAD" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, headlining Rudy Valle and his Connecticut Yankees; Gilda Gray. **Gross:** $53,600.

"WHOOPEE" (U. A.) and "STREET OF CHANCE" (Para.)
RIALTO—(1,904), 40c-$1, 7 days. **Gross:** $4,500.

"SEED" (Univ.)
RIVOLI—(2,103), 40c-$1, 4th week, 6 days. **Gross:** $12,400.

"NIGHT ANGEL" "Para.)
RIVOLI—(2,103), 40c-$1. **Gross:** $3,500.

"DADDY LONG LEGS" (Fox)
ROXY—(6,200), 50c--$1.50, 7 days. Stage show. **Gross:** $100,883.

"LADY WHO DARED" (F. N.)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $14,193.

"THREE LOVES" (Associated Cinemas of America) (German)
WARNERS—(1,490), 35c-75c, 2nd week, 7 days. **Gross: $5,029.**

"THE MALTESE FALCON" (Warners)
WINTER GARDEN—(1,493), 35c-$1, 2nd week, 7 days. **Gross:** $13,631.

"Buy Now to Help Business"—Meyer

(*Continued from page* 1)

mine whether it wants a new zoning plan for the state or continue as is without a formal system. The convention will also go on record as opposed to salacious advertising, holding it to be responsible for adverse legislation directed against the industry. The convention banquet was held last night.

Producers Invited to Join Canadian Body

(*Continued from page* 1)

having laboratories to become members of the group which will also include talking picture equipment firms. The Canadian association will, therefore, comprise all branches of the moving picture business.

"In Old Cheyenne"

(Sono Art-World Wide)

One of the Thrill-O-Dramas in which Rex Lease is starred. With Dorothy Gulliver as the feminine foil, Rex is seen in the role of Cheyenne, a stranger who lands on the ranch of his father's friend and is assigned the job of clearing up the mysterious disappearance of his horses. It is not long before the hero brings the villain, in the guise of the foreman of the ranch, to justice. There is a new angle in this western in introducing a white horse thief, an animal adept in the business of luring horses from their corrals without assistance. Harry Todd portrays the role of Cheyenne's partner. Stuart Paton is credited with the direction. Audience reaction fair.

British Films Not Shelved—Cooper

(*Continued from page* 1)

Halifax, N. S. Col. Cooper declared that the I. O. D. E. was antagonizing motion picture men in Canada and doing more harm than good to British pictures by such propaganda.

"The people who distribute films in Canada cannot sell pictures if theatre owners won't buy them," Col. Cooper declared. "Some British pictures are excellent and some are not good. The same is true of films from the United States and Germany."

The Daughters of the Empire had mentioned one picture, "Escape," as being sidetracked by a film exchange in Canada, after it had been privately viewed by representatives of the Order. This British film had been purchased by Radio, had been tested in a number of theatres but had not proved popular. It had been withdrawn from the screen in one suburban house.

Photophone to Sell New Reproducer

RCA Photophone is ready to market a new type of reproducer for theatres up to 500 seats. It will be known as the RCA Photophone special size equipment, will sell for $1,600 and will be available on a down payment of $100 with weekly payments of $25 a week over a period of 104 weeks. According to Sydney E. Abel, sales manager, the weekly payment includes rental, insurance, finance charges and service on the basis of one call a month which, under the plan, fixes the service charge at $32.50 per month.

The new equipment is of a new belt driven design with AC operated exciter lamp. With consideration of the requirements that would insure volume in an auditorium containing up to 500 seats and having a cubical content up to 75,000 cubic feet, RCA Photophone says it has designed an amplifier that is 24 inches wide, 11 inches high and 8 inches deep and that it can be placed on the wall of the projection booth between projectors. The apparatus is operated with 110 volt, 60 cycle and 50 cycle AC and 115 volt DC power supply, with slight increased cost for Powers projectors or DC power supply.

Combines 21 Ohio Houses

CINCINNATI—Divisions of RKO here and at Cleveland are being merged with headquarters here. This gives the Cincinnati office jurisdiction over 21 houses in Cincinnati, Dayton, Columbus, Cleveland, Toledo, Akron, Youngstown and Pittsburgh.

John L. Firnkess, Cleveland division manager, has been transferred here in the same capacity, succeeding John L. McCurdy, who is leaving for New York and may be assigned to the foreign field. Bill E. Danziger remains as advertising manager of the merged divisions.

New Head of Ohio's Censor Board Named

COLUMBUS, O.—Beverly O. Skinner, for the last three years president of Wilmington College at Wilmington, is new director of education succeeding John L. Clifton. In his new post, Skinner will be in charge of film censorship.

Wolcott Wins

DES MOINES—Leo Wolcott of Eldora, retains the Film Board golf cup, having won the local tournament yesterday for the third year. He scored a 38 against a 43 for Lawrence Kuhl at Corning.

Mayo Eastbound

HOLLYWOOD—Archie Mayo, director is enroute to New York.

Substitution Clauses Hit by Exhibitors

(*Continued from page* 1)

tions other than those designated by a definite book or play." The association condemns such clauses as coercive "and not based on good business principles."

The organization meeting also condemned holding out pictures for roadshowing in instances when new contracts with increased rental are insisted upon.

Globe Gets Go-by From All Circuits

(*Continued from page* 1)

run representation of Broadway to one house, the Mayfair.

The limitation also applies to Columbia and Universal whose product plays the RKO circuit on franchise. It was reported yesterday that RKO will keep the Mayfair for its own product, shunting the other two brands to the Hippodrome on 6th Avenue.

Joe Plunkett said no decision had been made regarding a second house, although the circuit has been dickering for the Gaiety.

Schumann-Heink Wins

LOS ANGELES—Ernestine Schumann-Heink, 70-year-old opera-concert singer, yesterday was awarded judgment for $75,000 against Edwin Carewe. She claimed Carewe in 1929 agreed to star her in a picture and that she had to pass up a full concert season through his failure to make it.

BACK AGAIN

HYMIE SILVERMAN ANNOUNCES

The opening of a new public projection room with the latest R.C.A.-Photophone equipment where quality, service and privacy are guaranteed.

$1.25 PER REEL

Until 6 P.M.—Nights, Sundays and Holidays by Appointment

MOTORIZED TALKING PICTURE SERVICE, Inc.

729 Seventh Ave. NEW YORK CITY

Telephone: BRyant 9-5721

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 16 NEW YORK, THURSDAY, JUNE 18, 1931 TEN CENTS

"Buy Right--Buy Now"

Authoritative

ROGER W. BABSON, nationally known economist and forecaster of trends in business, started a conversational buzz that reached clear around the country when he predicted the stock market crash of 1929 before it actually happened.

Now he prophesizes that a new wave of prosperity is on the wing; that American business either has taken a swing upward or will within the next few months and argues for a substantial increase in advertising to fan the economic stimulant into a blaze.

IN a message to the Advertising Federation of America, now convening in New York, Babson goes on record with his prosperity prediction. Important for the depression contingent in this business to know about are Babson's remarks. They drive home their own point. Says he:

"The most conservative economists, who were bearish a few

(Continued on page 2)

—"BUY RIGHT—BUT BUY NOW"—

"Let's Go to Movie" Drive in Wisconsin

MILWAUKEE—Drive for summer business featuring the slogan, "Let's go to a Movie," which will be made national if co-operation of the Hays organization is forthcoming will be undertaken by the M.P.T.O. of Wisconsin, the convention decided here Wednesday.

Basis of a statewide organization to better combat adverse legislation in Wisconsin was laid here Wednes-

(Continued on page 8)

—"BUY RIGHT—BUT BUY NOW"—

Academy Men Must Be Associates for Yr.

HOLLYWOOD—Directors of the Academy of Motion Picture Arts and Sciences have voted to admit no more active members until after they have served for a year as associate members. Annual meeting and the awards dinner will be held November 4. Louis B. Mayer is chairman of the committee.

M.P.T.O.A. Urges Members to Sign Up at Once at "Fair Prices"

"Buy Now" is the advice of the M.P.T.O.A. to its membership providing terms are fair. However, if demands are unreasonable the exhibitor should hold off until prices come to more reasonable terms, the organization advises.

"Buying at a fair figure now means that product can be played when it is new, but this advantage is offset if the deals are at exorbitant figures," the association states, calling for use of intelligence in the situation. "Each exhibitor must stand on his own rights, but in all cases the element of fairness is essential," it is pointed out.

"It is imperative that exhibitors buy on a reasonable basis," the organization continues. "Otherwise they should wait until prices are right."

Redhead Outscores Blonde, Brunette in "Psych" Test

When a man kicks a beautiful girl in the—er—posterior, it means nothing in the cerebral convolutions of the average red-headed girl. But when she watches a poker game with several grand in the pot, her blood pressure shoots up 26 points.

This scientific discovery was made yesterday in the Warner projection room in an experiment conducted by Dr. William Marston, formerly of the psychology department of Columbia University, to determine the emotional reactions to gambling. Three blondes, three brunettes and three bricktops were shown portions

(Continued on page 8)

—"BUY RIGHT—BUT BUY NOW"—

Relations of RKO-Lehman In Status Quo

Hiram S. Brown, president of RKO, yesterday denied that there had been any rift in the relations between the company and Lehman Bros., bankers for RKO and its affiliated amusement enterprises.

"There are three members of Lehman Brothers on my board of directors," he said. "They are men of influence and have been and still are extremely helpful in matters of RKO financing. I regret that the impres-

(Continued on page 8)

—"BUY RIGHT—BUT BUY NOW"—

M-G-M Cold to New Central Booking Idea

There will be no central booking office system for M-G-M, office managers were told at the four-day St. Louis convention. The company has a master booker who supervises all bookings at the exchanges and who is always on the road visiting these branches. With Parks Agnew handling this, there is no need for another department, an M-G-M official informs MOTION PICTURE DAILY.

Meeting of the M-G-M office man-

(Continued on page 8)

Theodore Dreiser Plans 'Tragedy' Suit

Following private exhibition of "American Tragedy" for Theodore Dreiser, the author is said to be dissatisfied with the way Paramount handled the transcription of his book and plans to sue to prevent it from being shown to the public. "The

(Continued on page 8)

—"BUY RIGHT—BUT BUY NOW"—

Jersey Unit's Status In Allied Up Today

ATLANTIC CITY—Status of the New Jersey exhibitor unit in Allied States Association, extended protection and circuit competition are expected to highlight two-day sessions of the New Jersey exhibitor unit which gets under

(Continued on page 8)

U. S. May Sift Protection in New York City

Protection move by Loew's in demanding 14 days over subsequent runs instead of seven is causing quite a stir in independent exhibitor circles in New York. Some theatre owners attribute the move by Loew's as a result of protection demands by RKO, which in most spots received two weeks while the Loew circuit has been taking the seven day agreement.

When MOTION PICTURE DAILY printed the story last week, it was news to a lot of exhibitors who haven't as yet thought of new prod-

(Continued on page 2)

—"BUY RIGHT—BUT BUY NOW"—

Use of Space Above Auditoriums Sought

With the new fire code for New York signed by Mayor Walker, the next piece of important legislation concerning local exhibitors will come up at the opening of the next legislative session in October. This deals with the building law which prohibits building over a theatre auditorium.

In several instances, Broadway theatres have built over auditoriums. The Paramount has a floor built over the auditorium but this is used for

(Continued on page 8)

—"BUY RIGHT—BUT BUY NOW"—

Cuts Out, But Loew Managers to Prune

Following declaration of Nicholas M. Schenck that salary cuts are out, a pruning process in Loew's, Inc. is under way.

At a meeting of Greater New York managers held at midnight Tuesday, Charles C. Moskowitz told the assembled men he had pledged Schenck that cuts in house operation would be made.

Opposes Cuts

Warning against salary cuts by exhibitors is sounded by the M. P. T. O. A. Maintaining wages at current levels is good business judgment and will pay dividends to the theatre, the association states.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 18, 1931 No. 16

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Authoritative

(*Continued from page* 1)

years ago, are bullish now so far as the future is concerned. The only real 'bears' today are the 'sold-out bulls' of a few years ago. The old law of action and reaction teaches now that unparalleled prosperity will again follow the present depression. Statistics now indicate that business has seen the worst, even though recovery will be slow and tedious.

"Irrespective of what happens in the stock market in the next year, I am willing to stake my reputation, based on thirty years' experience, that business has now seen the worst; that although change will be slow, it will be in the right direction; and that within a reasonable time this country again will enter a period of marked prosperity. Tell your merchants that now is the time to advertise and give their customers an opportunity to benefit from present low prices. Some day those merchants who take your advice will be so pleased that they'll have the ads of 1931 cut out and framed."

SIGNIFICANT, too, is the slant of Governor Ritchie of Maryland who expounds a policy that should find echoes among the thinking executives of this industry. Says he:

"The business which reaps profits off its labor when times are good must not turn that labor over to citizens' relief committees for food and clothes and the necessities of life when times are hard. If business does not realize that this problem belongs primarily to it, if business does not have the statesmanship within itself to find the remedy, then the government, whose ultimate objective is to care for its citizenship, will seek the remedy and will find it."

KANN

Off the Record

UNITED ARTISTS officials on the Coast are perturbed over the report that Mary Pickford and Douglas Fairbanks are not to make any more pictures, but instead will confine activities to direction. They brand the reports ridiculous. However, neither Mary nor Doug are yet down for any pictures on the new season's United Artists program.

●

Economy note from a press agent:

"Max Ree, Radio Pictures art director, has out-DeMilled DeMille, in creating a three-room cinema bath suite for Lily Damita in 'The Sphinx Has Spoken.' Its walls and floors are black granite tiles relieved with Chinese red screens and jade green trimmings. Mirrored floors, be-jewelled onyx accessories, Sakryan bath mats and fringe towels, complete the ensemble."

●

Richard Dix and Radio have settled their differences, it is understood. Until recently, the dope was that Dix would leave Radio and that the company was planning a big picture to take advantage of the star's name draw before he took his departure. However, the long battle now is declared to be settled—amicably.

96 Sheets Used to Sell "A Free Soul"

Basing his decision on results obtained on "Trader Horn," "Billy" Ferguson is repeating on 96 sheets for "A Free Soul." Phil Di Angelis is handling posting of the paper. Ferguson says that the experience on "Trader Horn" emphasizes the pulling power of billboard copy.

—*"BUY RIGHT—BUT BUY NOW"*—

Warners, Loew, Alone Try Foreign Policy

With Warners and Loew's going in for foreign versions, the attitude of the remaining major circuits is unchanged. Fox, RKO and Publix are understood to be sticking to the plan of playing regular American talkers in their own theatres. All three circuits are not taking to multi-linguals, apparently finding enough product on the market to keep the houses open with domestic film.

The Warner in New York is now operating on a foreign talker policy.

Report Inspiration Deal with U. A. On

Inspiration Pictures, which for a number of years released through United Artists, is reported negotiating another distribution contract. Walter Camp, Inspiration president, is understood to have been dickering with Samuel Goldwyn on the Coast.

In the meantime, Emil Jensen, general manager of Inspiration, and H. D. Edwards are producing "Pagan Lady" for release via Columbia.

—*"BUY RIGHT—BUT BUY NOW"*—

Three File Charters

DOVER, Del.—Charters were filed here by the following:

The Arc Products Corporation, to operate talking pictures. 500,000 shares, no par value.

Royal Television of America, Inc., to deal in television devices. Capital, $500,000.

M. H. S. Productions, Inc., Ltd., to deal in motion pictures of all kinds. 300 shares, no par value.

Entire Market Off; Loew's Drops 1¼

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	5⅛	5⅛	5⅛	— ¼	100
Consolidated Film Industries pfd	13½	13½	13½	.....	100
Eastman Kodak	132½	130¼	131½	—1¼	1,500
Fox Film "A"	19⅝	19	19	— ⅝	3,900
General Theatre Equipment new	5	4¾	4¾	— ¼	4,800
Loew's, Inc	41½	40⅜	40⅜	—1¼	4,300
Paramount Publix	24	22⅞	23¼	+ ⅛	6,400
Pathe Exchange	1¼	1¼	1¼	.....	1,100
RKO	13½	13¼	13¼	.....	2,800
Warner Bros.	8½	7⅞	8	— ½	11,800
Warner Bros. pfd	20	19	19	— ¾	200

Curb List Also Declines

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3⅛	3⅛	3⅛	— ⅛	600
General Theatre Equipment pfd	10⅞	10½	10⅞	+ ⅜	5,300
Sentry Safety Control	1	1	1	.....	100
Trans Lux	6⅛	6	6	.....	1,200

Bonds Irregular; G. T. E. Off 4

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	43	40	40	—4	12
Paramount Broadway 5½s '51	101¾	101½	101½	— ¼	3
Paramount F. L. 6s '47	91½	89¾	91½	+ ½	27
Paramount Publix 5½s, '50	80	78⅞	80	+1	12
Pathe 7s '37 ww	84¼	84	84¼	—2¼	4
Warner Bros. 6s '39 wd	47	46	46	—1½	32

U.S. May Sift Protection in New York City

(*Continued from page* 1)

uct. With the new Loew request plenty of complaints are promised. Exhibitors predict that second runs will demand two weeks' protection over third runs. And then various exhibitors may be running to Washington trying to straighten out a mess involving protection. In some quarters it is predicted that the Washington threshing machine will be called upon to sift the complication within the next year.

—*"BUY RIGHT—BUT BUY NOW"*—

Big 3 of Carolina's Tax Fight in N. Y.

The Big Three of North Carolina's tax fight, Charles W. Picquet, president of the exhibitor association of North and South Carolina; Harry Buchanan and H. F. Kincey, are in New York on a business trip. Buchanan led the fight on the proposed admission tax, closing his theatre at Sylva in order to devote all his time to the fight. When he returned to his home town from the capital, Raleigh, it was to learn that he had been elected mayor.

Kincey is interested with Publix in a California circuit. Picquet has scheduled July 20 and 21 for the organization's annual convention at Wrightsville Beach.

—*"BUY RIGHT—BUT BUY NOW"*—

Budd Gets New Post

R. W. Budd, for some time connected with the Warner theatre department, has been appointed general personnel manager for Warners and subsidiaries. William Mullen, for years connected with Warners and First National, continues in charge of the clerical personnel under Budd.

—*"BUY RIGHT—BUT BUY NOW"*—

Mrs. Young Dies

Mrs. Eva F. Young, wife of Theodore Young, head of Paramount's real estate department, died Wednesday after an illness of several months. The funeral will be held from the home at 29 Stover St., Jamaica, L. I.

Time of the funeral now is being arranged.

—*"BUY RIGHT—BUT BUY NOW"*—

Laemmle, Jr., Leaves

Carl Laemmle, Jr., left for Hollywood yesterday to pick up production reins at Universal City. The trip will be made by rail, although Junior did consider the Panama Canal route.

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M. Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
729 7th Ave. BRyant 9-5721

"The Answer to your theatre's prayer has come from Metro-Goldwyn-Mayer!"



"The Astor has a fit successor to Trader Horn," *says N.Y.American*. And the Astor box-office (at $2 top) says it with S. R. O.

PLAY IT IN YOUR THEATRE while it is the reigning $2 success on Broadway!

There is no sub

WHO

"After the bustle and din,
Fever and filth of the city,
How nice to chance
On a field of romance—
Something that's cleanly and pretty!

Daddy Long Legs is a delightful sho for the whole family."

—*Chicago Tribu*

• •

A Nice Relief

"A picture without a gangster in it . . A movie without obvious villains . . A nice relief from the sordid realism underworld stuff which has glutted th shadowy rialto."

—*Los Angeles Illustrated Daily New*

A Honey

POKE after poke has been taken at gang pictures. Breakfast tete-a-tete and loung ing robes have had pretty much their own way, too. The public has had more than its share of punk pictures. No news there.

But when one comes along that is clean, charming and wholesome, that *is* **news.**

"DADDY Long Legs" goes back to the Cinderella-type story. No weighty dramatic climaxes burden it down. Likewise you are never in doubt concerning the outcome. But Al Santell has supplied a sympathetic direction and an appreciative tempo that reflect themselves in their effect on your emotions.

Janet Gaynor is immensely appealing as the feminine lead. Nothing that she has done recently, it is our opinion, matches her work here. Daddy Long Legs is Warner Baxter. He, too, comes through with his best performance in more months than we can remember.

WE turn this editorial clearing house over completely to "Daddy Long Legs" this morning for three reasons:

First, because show business requires show pictures and this attraction is definitely that.

Second, because "Daddy Long Legs" demonstrates that simple stories, well done, make fine pictures.

Third, because it may convince producers, who think otherwise, that there is no substitute for wholesomeness.

KANN

MOTION PICTURE DAILY

DADD

JANET

WARNE

UNA MERKEL **John Arledg**

From play by **JEAN WEBSTER**

FOX

titute for

ESOMENESS!

weet and Refreshing as
irst Breath of Spring

A world of sweetness and light rolled like
oating summer breezes across the silver screen
. Daddy Long Legs will be received as wel-
me relief . . . from the general run of things
nema . . . Charm and simple loveliness placed
on screen in natural, human manner . . . As
veet and refreshing as the first breath of spring
. Belongs in the superclass."

—Los Angeles Evening Express

• •

looded with Purity and Sunshine

Flooded with sweetness, purity and sunshine
. Like a lovely white lily standing alone in
e morass of indecent underworld and sex
ories with which the silver sheet has recent-
been darkened." *— Detroit Free Press*

Charming and Refreshing

"Out of an era of gangsters and sophistication comes Daddy Long Legs, charming and refreshing." *—Hollywood News*

• •

Ideal

"Simple, human story that is ideal talkie material . . . Janet Gaynor in her best role . . . Superb support . . . If it isn't the best talkie of the season, then you name the one that's better . . . Wins 4 great big Grade A stars."

—Detroit Daily Mirror

• •

Complete Triumph

"A complete triumph and will appeal to every taste... Cleanliness a capping factor in a movie that should strike a happy chord in every human." *— Detroit News*

• •

Universal Appeal

"One of those rare talkers with universal appeal . . Pathos, punch, humor, kids, romance . . . It is a smash." *—Variety*

Y LONG LEGS

with

GAYNOR
BAXTER



Claude Gillingwater, Sr. **Kathlyn Williams**

Directed by **ALFRED SANTELL**

"Bill" Haines Only Card to Houston Fans

HOUSTON—In a dull week here, Bill Haines led the batting, breaking even with the Loew's State average of $11,000.

With every first run in town now operating on an all-sound program, managers here have reduced their figures on average weekly business. The Kirby is down from $9,000 in averages to $5,000; Loew's State from $11,000 to $8,000; the Metropolitan from $11,000 to $8,000 and the RKO Majestic ditto.

Estimated takings for the week ending June 12:

"MALTESE FALCON" (Warners)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $4,500. (Average, $5,000.)

"JUST A GIGOLO" (M-G-M)
LOEW'S STATE—(2,700), 25c-40c-60c, 7 days. Vaude. revue. **Gross:** $11,000. (Average, $8,000.)

"YOUNG SINNERS" (Para.)
METROPOLITAN—(2,512), 25c-40c-60c, 7 days. Publix stage show. **Gross:** $10,000. (Average, $8,000.)

"IRON MAN" (Universal)
MAJESTIC—(2,250), 25c-35c-40c-60c, 7 days. RKO vaude. **Gross:** $10,000. (Average, $8,000.)

—"BUY RIGHT—BUT BUY NOW"—

"Frenchmen" Heads Cincy With $24,386

CINCINNATI—Again the RKO Albee grabbed the big money with "Fifty Million Frenchmen" as the screen attraction in addition to vaudeville topped by "Salt and Peanuts," local radio entertainers. The house rang up $24,386, or over the average by $2,386.

"Laughing Sinners" at the RKO Palace carried off second honors, coaxing $16,232 from the fans' grouch bags, and going over the top by $2,232.

General business, park opposition and hot weather being what they are, the week can be said to have been satisfactory in collective returns.

Estimated takings for the week ending June 12:

"THE NIGHT IS OURS" (German)
ERLANGER GRAND OPERA HOUSE—(1,600), 30c-50c, 7 days. **Gross:** $2,975. (Average, $4,500.)

"THE LADY WHO DARED" (F. N.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,800. (Average, $4,500.)

"50 MILLION FRENCHMEN" (W. B.)
RKO ALBEE (3,300), 35c-50c-65c-75c, 7 days. Vaude. **Gross:** $24,386. (Average, $22,000.)

"YOUNG DONOVAN'S KID" (Radio)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $11,690. (Average, $13,000.)

"THE AVENGER" (Col.)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,636. (Average, $1,950.)

"KICK IN" (Para.)
RKO FAMILY—(1,140), second run, 20c-25c-35c, 3 days. **Gross:** $1,419. (Average, $12,000.)

"PARTY HUSBAND" (F. N.)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $10,028. (Average, $12,000.)

"LAUGHING SINNERS" (M-G-M)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $16,232. (Average, $14,000.)

"SUBWAY EXPRESS" (Col.)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,694. (Average, $3,500.)

Too Realistic

OMAHA—Irv Waterstreet, divisional p.a. for Paramount Publix, builds realistic fronts.

Tying up with the Jaap Tire Co. on "The Millionaire," George Arliss' auto yarn, Waterstreet transformed the front of the World Theatre into a service station. Standard gasoline pumps were part of the props.

The house crew was just finishing up the job about 1 a.m. of the opening day. All the lights were up. Irv was enthusiastically viewing the layout.

A car drove up to the curb in front of the theatre. The driver looked at Irv. Then: "Fill 'er up and take a look at the oil."

Shun Films For Racing In Toronto

TORONTO—This town went nutty on horse racing during the week and the crowd lost plenty with the result that the theatres got it going and coming, the bright spot being a rainy Saturday that sent most of the public to the shows. The Tivoli turned in an average of $12,500 on "Seed" and was the only theatre to equal par for the week. Loew's was close to the mark with $14,000 on "Indiscreet," which might have been good for a second week under more favorable conditions. The Imperial had "The Lawyer's Secret" on the screen and a pack of chorus girls in "Sweethearts," the Publix stage unit, but could do no better than $14,500, as compared with $16,000 as an average.

"It's a Wise Child" was a fair draw at Shea's, but the vaudeville was mediocre and helped to keep the crowd away, the gross here being $12,000, which was on the under side of average. Clara Bow made her final appearance at the Uptown in "Kick In" and the papers gave her front page position on her retirement meantime, but the best that the Uptown could do was $10,500, or $1,500 below the line.

Estimated takings for the week ending June 12:

"THE LAWYER'S SECRET" (Para.)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. "Sweethearts." Paramount Publix stage unit. **Gross:** $14,500. (Average, $16,000.)

"INDISCREET" (U. A.)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $14,000. (Average, $15,000.)

"IT'S A WISE CHILD" (M-G-M)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $12,000. (Average, $13,000.)

"SEED" (Usiversal)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $12,500. (Average, $12,500.)

"KICK IN" (Para.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $10,500. (Average, $12,000.)

—"BUY RIGHT—BUT BUY NOW"—

Try Ads in German

CINCINNATI—The Erlanger Grand Opera House, making a special play for the German speaking patrons, is running its newspaper advertisements of "Die Nacht Gehort Uns" (The Night Is Ours) entirely in German.

Grosses Down In Cleveland Film Houses

CLEVELAND—Ideal outing weather, two dramatic stock shows and the opening of the amusement parks proved perfect alibis for the poor business hereabouts, with not one first run going above par.

Estimated takings for the week ending June 11:

"PARTY HUSBAND" (F. N.)
LAKE—(800), 40c-60c, 7 days. **Gross:** $4,000. (Average, $5,000.)

Week Ending June 12

"NEVER THE TWAIN SHALL MEET" (M-G-M)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $17,000. (Average, $20,000.)

Week Ending June 13

"LAUGHING SINNERS" (M-G-M)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $15,000. (Average, $18,000.)

"DUDE RANCH" (Para.)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"DONOVAN'S KID" (Radio)
HIPPODROME—(4,500), 25c-75c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"WOMEN OF ALL NATIONS" (Fox)
STILLMAN—(1,900), 40c-75c, 7 days. **Gross:** $15,000. (Average, $20,000 for first week.)

"ALWAYS GOODBYE" (Fox)
PALACE—(3,100), 25-75c, 7 days. **Gross:** $21,000. (Average, $23,000.)

—"BUY RIGHT—BUT BUY NOW"—

"Kid" Is Big Noise of St. Paul Stands

ST. PAUL—This town went for "Donovan's Kid" last week in a big way, the picture getting $16,500 at the RKO Orpheum, where the average is $12,000. "Kiki" surprised at the Tower with a take of $3,000, which topped the house average by $1,000.

Estimated takings for the week ending June 12:

"THE LAWYER'S SECRET" (Para.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,000. (Average, $7,500.)

"THE FINGER POINTS" (F. N.)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)

"DONOVAN'S KID" (Radio)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. "Youngsters of Yesterday" heading four acts vaude. **Gross:** $16,500. (Average, $12,000.)

"KIKI" (U. A.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $3,000. (Average, $2,000.)

—"BUY RIGHT—BUT BUY NOW"—

Upswing of Business Is Seen at O. C.

OKLAHOMA CITY—Although business still is in the doldrums here, last week showed considerable improvement at two houses, the Criterion and Warner. At the former, "Laughing Sinners" pulled $7,200 worth, while "Many a Slip," aided by Al and Loie Bridge, gave the Warner $7,500.

Estimated takings for the week ending June 12:

"LAUGHING SINNERS" (M-G-M)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $7,200. (Average, $8,000.)

"KICK IN" (Para.)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** 4,400. (Average, $7,000.)

"BIG BUSINESS GIRL" (Fox)
MID-WEST—(1,500), 10c-25c-50c, 7 days. **Gross:** $4,500. (Average, $7,500.)

"MANY A SLIP" (Univ.)
WARNER—(1,700), 10c-35c-50c, 7 days. Al and Loie Gridge, vaude. **Gross:** $7,500. (Average, $7,600.)

"EXTRAVAGANCE" (Tiff.)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $800. (Average, full week, $3,000.)

"LADY WHO DARED" (F. N.)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $1,000. (Average, full week, $3,000.)

$17,000 Leads Providence on Crawford Film

PROVIDENCE—Joan Crawford's pull was good for $17,000 at Loew's State this week, not so hot as previous pictures by this star, but good enough to make the house heads grin. In this town today $17,000 is big dough. Second on the list came a double-feature bill at the Majestic, "Always Goodbye" and "Six Cylinder Love," which grossed $13,500, a smart figure.

The Paramount was not too bad at $9,000 with "Lawyer's Secret," but the RKO Albee yanked "Everything's Rosie" after six days, when it failed to hit the $5,000 spot. The RKO Victory, too, was down to rock bottom at $4,000 with "Beyond Victory."

Estimated takings for the week ending June 11:

"EVERYTHING'S ROSIE" (Radio)
RKO ALBEE—(2,300), 10c-50c, 6 days. **Gross:** $4,800. (Average, $9,000.)

"LAUGHING SINNERS" (MGM)
LOEW'S STATE—(3,800), 10c-50c, 7 days. Maurice in organlogues. **Gross:** $17,000. (Average, $18,000.)

"THE LAWYER'S SECRET" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. Brad Braley at organ. **Gross:** $9,000. (Average, $10,000.)

"ALWAYS GOODBYE" (Fox) and "SIX CYLINDER LOVE" (Fox)
MAJESTIC—(2,400), 10c-50c, 7 days. **Gross:** $13,500. (Average, $10,000.)

"BEYOND VICTORY" (RKO Pathe)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $4,000. (Average, $6,500.)

—"BUY RIGHT—BUT BUY NOW"—

'Millionaire' Goals Omaha; $9,500 Gross

OMAHA—This town will go for a good picture and George Arliss' "The Millionaire" proved it last week when it copped $9,500 at the World, which is three grand above average, at a time when business generally was light. "Laughing Sinners" at the Paramount was slightly over average.

Estimated takings for the week ending June 12:

"DONOVAN'S KID" (Radio)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Vaude. **Gross:** $12,000. (Average house, $12,500.)

"LAUGHING SINNERS" (M-G-M)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $8,500. (Average, $8,000.)

"THE MILLIONAIRE" (Warners)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $9,500. (Average, $6,500.)

"DUDE RANCH" (Para.)
STATE—(1,200), 25c, 4 days. **Gross:** $1,010. (Average, $1,200.)

"SIX CYLINDER LOVE" (Fox)
STATE—(1,200), 25c, 3 days. **Gross:** $1,000. (Average, $900.)

Here it is!

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All A.C. Operated Special Size Equipment for 500 SEAT THEATRES

Lease Price

$1600.00

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DESIGNED FOR SMALL THEATRES

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At Last! The small theatre is given the same opportunity as the super de-luxe house. With confidence the small theatre owner can proudly advertise his RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT, knowing that the box-office attractions of the major studios will be presented with the fidelity of tone and perfection that characterizes RCA PHOTOPHONE performance.

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On the Lease plan, this RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT may be installed on deferred payments as low as $25.00 per week which includes lease and finance charges, insurance and REGULAR SERVICE during the payment term. *It takes but a very few extra admissions to pay for it and deliver a profit from the first day of operation.*

For further information communicate with nearest branch office or direct to

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Relations of RKO-Lehman In Status Quo

(Continued from page 1)

sion has been created that there has been a row."

At the dinner which wound up the RKO Golf Association tournament at the Westchester Country Club on Friday night, Brown told the 80 RKO executives present that the company had recently experienced some difficulty in arranging some temporary financing, but that he was glad to say his company was now set to go for the next two years. He made no mention of names.

MOTION PICTURE DAILY, in reporting his statements, made it clear that Brown had not used names. Report of the alleged row with Lehman Bros., the withdrawal of that company from RKO affairs and entrance of the Chemical National Bank into RKO financing were published Monday morning on the strength of information gathered by MOTION PICTURE DAILY from a source other than Brown.

It is understood RKO's money requirements were for the purpose of financing current production, principally at RKO Pathe; that the Lehmans had guaranteed $1,000,000 if Brown succeeded in raising additional funds elsewhere. A deal was then made with Chemical National for $6,000,000.

—"BUY RIGHT—BUT BUY NOW"—

M-G-M Cold to New Central Booking Idea

(Continued from page 1)

agers marks the first of its kind ever held. About 75 executives and managers were present including representatives from the home office. Attending from the home office staff were: C. K. Stern, A. F. Cummings, who had charge of the meeting; J. S. MacCloed, J. Gove, C. J. Sonin, Frank McRoy, Joe Bezahler, William Marsh, C. F. Deesan, Arthur Lax, W. D. Kelly, Rose Klein, and Florence Erlich.

—"BUY RIGHT—BUT BUY NOW"—

Use of Space Above Auditoriums Sought

(Continued from page 1)

auditions. It cannot be leased. Exhibitors feel that with structures built along the stringent lines set down by the fire department, they should be permitted to take advantage of the space above auditorium.

The line of procedure in fighting the building code is now being prepared with details expected to be straightened out by October when the Legislature convenes.

—"BUY RIGHT—BUT BUY NOW"—

$1,119,000 Left to Actors' Benefit Fund

CAMBRIDGE, Mass.—Irving Niles left an estate valued at $1,119,000 in favor of the Actors' Fund of America, Inc. Ten cousins, who are protesting the will's provisions, have withdrawn their objections.

—"BUY RIGHT—BUT BUY NOW"—

Shows British Film

"The Skin Game," British International Productions talker, will follow "Le Million" at the Little Carnegie.

Purely Personal

CURTIS F. NAGEL, co-producer with Howard C. Brown and Claude Fleming, narrator of the Romantic Journey series released by Educational, has returned from Africa.

VAN NESS PHILIP, manager of the foreign department of RCA Photophone, has signed up the White Star Line for installation of reproducing equipments on a number of liners the firm operates.

BOBBY JONES, accompanied by his father and O. B. Keller, are in New York. The trio paid their respects to Harry M. Warner and Dan Michalove soon after their arrival in New York.

MAX MILDER and A. W. Schwalberg of Warners were guests at a dinner Monday at the Commodore Hotel, New York, tendered by the sales and contract departments.

MEYER FISCHER, president of the Fischer Film Exchanges of Cleveland and Cincinnati, is in New York, conferring with Tom Guinan, sales manager of Big 4 Film Corp.

M. A. LIGHTMAN, M.P.T.O.A. president, is not coming to New York from the Atlanta convention. Instead, he plans to come to New York from Memphis in about a week.

MELVIN HIRSH, of Syndicate exchange of New York, has gone and done it. He's a married man now and touring through Canada on a honeymoon trip.

MAX MILDER and Mrs. Milder are en route to England where Max is to assume his new post of managing director for Warners in Great Britain.

HARRY G. MUSGROVE, newly-appointed Far East representative for Radio, leaves Monday for Shanghai, where he will make his headquarters.

LOUIS COHEN, of Fox Theatres, can't do very much unless he's got one of those cheroots between his teeth.

JEROME KRIDEL, New Jersey exhibitor, has deserted the bachelor ranks. He's spending his honeymoon at Banff.

"BUCK" STEFFES, Minneapolis, and Joe Pastor, Chicago, Allied leaders, are in New York for a brief visit.

CHARLES PICQUET, H. F. Kincey and Harry Buchanan, Southern exhibitors all, are at the Lincoln Hotel.

RICHARD BARTHELMESS, after a fortnight in New York looking for story material, has left for the Coast.

TOM SPRY of Boston was in town yesterday sampling New York's weather.

—"BUY RIGHT—BUT BUY NOW"—

"Let's Go to Movie" Drive in Wisconsin

(Continued from page 1)

day when the M.P.T.O. of Wisconsin adopted a resolution which enlists its members as agents to contact their state representatives and keep organization officials advised of legislators' stand on all industry matters.

The plan calls for cultivating friendship of all representatives by exhibitors in home districts so as to be able to approach them when needed and contemplates possible use of screens to combat election of unfavorable candidates and assist campaigns that are favorable.

Written thanks of the convention were sent to legislators, newspapers, clubs and individuals who aided in defeating the two operator bills, the proposed admission tax, a bill against appearances of child entertainers and daylight saving bill. A. D. Kvool, chairman of the legislative committee warned against Federal efforts to raise $100,000,000 annually from admission tax, warned against operators' union efforts and voted issuance of courtesy passes in Wisconsin theatres for state representatives. President Meyers credited affiliated theatres with aid in defeating all unfavorable state legislation this session. The convention opposed publication of theatre grosses on the grounds that inaccurate figures direct unfavorable attention to industry revenue inviting new taxation and adverse legislation, impair negotiations with unions for reductions and is an argument for higher rentals. The association also opposed publication of unverified large salaries in the industry for the same reasons, okaying any gross system but figures.

Former District Attorney E. J. Henning told the convention that published grosses and stories of high salaries seriously impaired negotiations with unions for this summer's rebate.

—"BUY RIGHT—BUT BUY NOW"—

Business Boom Is Cited by Rosenquest

Harry Rosenquest, assistant sales manager of Vitaphone shorts, returned to New York yesterday after a 12 days' trip over the Eastern territory. Among the deals consummated on his trip were the signing of booking contracts for the entire Bobby Jones series and the "Adventures in Africa" series with the Butterfield circuit of Michigan and the Schine circuit of New York State. Rosenquest reports that he found exhibitors far from complaining. All of them, he said, felt that business conditions were on the mend.

—"BUY RIGHT—BUT BUY NOW"—

Irving Lesser Resigns

Irving Lesser, New York representative for Walt Disney, has resigned.

Jersey Unit's Status In Allied Up Today

(Continued from page 1)

way here today. Among speakers who will be on hand is W. A. Steffes of Minneapolis, who is expected to answer charges made against him by one of the members.

Rudy Sanders, president of the Brooklyn theatre owners' association, is here, as well as Leo Abrams and Sig Wittman of Universal. Leon Rosenblatt may not be able to get here today, but will attend tomorrow's meet. Rosenblatt is said to be attacking the unit's affiliation with Allied.

—"BUY RIGHT—BUT BUY NOW"—

Form Partnership

Nathan Hirsh, exchange man and theatre operator, has signed a partnership agreement with Ludwig Satz, Jewish actor, to make an operetta feature and a number of shorts. All the pictures will be made in the east.

Redhead Wins Over Others in "Psych" Test

(Continued from page 1)

of "Smart Money," a gambling picture, which, by an odd coincidence, opens today at the Winter Garden, and their reactions were recorded via a "galvinator" and a blood pressure pump. By another coincidence, the gentlemen of the press found out about it and were present in force.

Helen Mack, the auburn-haired subject, had a normal blood pressure of 102 when the picture started and it fluctuated considerably during three reels, but when she saw Edward G. Robinson shove in his last $55,000—and lose—it jumped way up 128. She would probably have registered a new high if the game had been craps, for she confessed later to a MOTION PICTURE DAILY reporter that she prefers dice to cards.

The blonde, Louise Estes, appeared by her mechanical reactions to have been somewhat bored by what the press sheet called the "thrilling poker game." Before the film started her pressure was 124; a few minutes later it was 102 and then it took a sickening slump to 92. However, at one point, wherein a canary sang, it went to 118. Blondes must be a dead loss to psychologists.

Violet Carson, the brunette, broke all records at the meet, her pulse score reaching 130. She got a running start at the sound of the gun, starting off with 124 points. However, it skidded to 104 at one time.

The blonde and the brunette alone registered a change when the kicking scene was flashed.

There were lots of other girls present to fill out questionnaires that should boost the sale of aspirin today.

Dr. Marston several years ago was called in as exploitation advisor by Universal to help put over "The Man Who Laughs," and as a result a nationwide contest was waged on the question: "Why Do Sexy Women Love Homely Men?"

—"BUY RIGHT—BUT BUY NOW"—

Theodore Dreiser Plans 'Tragedy' Suit

(Continued from page 1)

whole tone of the film," Dreiser is quoted as saying, "was entirely below my standards."

In previewing the picture on the Coast MOTION PICTURE DAILY said: "The audience evinced an enthusiastic reaction. Looks like a winner and is sure to receive high critical praise."

Efforts to reach Charles E. McCarthy, Paramount official, were unavailing last night as he is ill at his home with influenza and was unable to talk.

—"BUY RIGHT—BUT BUY NOW"—

Becker Moved Up

LONDON—Dr. Rudolph Becker, managing director of Associated Sound Film Industries, has been appointed managing director of the Kuchenmeister group, which controls Klangfilm-Tobis, big German sound patent group, as well as the A. S. F. I. and its subsidiaries.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30, NO. 17 NEW YORK, FRIDAY, JUNE 19, 1931 TEN CENTS

Hollywood Counted On For "Buy Now" Impetus

Report Radio Signing Off Station DIX

Star Declares That He Has Three Offers

HOLLYWOOD—It looks as if it's all off between Richard Dix and Radio Pictures. The on-again-off-again deal is quoted by the star as being all washed up and Dix says he has three offers, count 'em. It seems that the little matter of salary doubling that he's been insisting upon doesn't sit so well with Joe Schnitzer.

Dix says he's been given to understand by Schnitzer that the deal was cold. It's understood that no new offer will be made by the company.

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Northwest Operators Urge Five-Day Week

SEATTLE—Problems related to the projectionists' field and plans for continued assistance for unemployed operators through a wider sponsorship of the five-day week (with five days pay) were discussed at the local meeting of Motion Picture Operators Union delegates from all parts of Washington state. In addition to many local members, and O. M. Jacobson of Tacoma, a member of the international executive board, operators were present from Tacoma, Yakima, Bellingham, Centralia, Bremerton, Wenatchee, Olympia, Mount Vernon and Everett.

"BUY RIGHT—BUT BUY NOW"

100 Houses by Next January, Seider Goal

One hundred theatres in Greater New York by January 1 is the goal set by Prudential Theatres, headed by Joseph M. Seider. The firm now has 25 Long Island houses, three on Staten Island and six in New Jersey.

Aiding Hungry

HOLLYWOOD—Fifteen West Coast houses will stage special matinees Monday for the benefit of the Parent-Teachers' Association which will use the proceeds to feed hungry children of the city. Admission will be imperishable food, not money. Oscar Oldknow, executive vice-president of Fox Theatres, is sponsoring the benefits.

"Capone Bill" Passed

SPRINGFIELD, Ill.—By a vote of 77 to 34, the exact required majority, the two-operator bill passed the House Thursday. The measure, calling for one operator for each projector in the booth, had Senator Daniel Serritella, cousin of Al Capone, and Representative Roland Libonatti, former Capone attorney, leading a feverish last-minute lobby. The bill now goes to the Senate, which adjourns Saturday.

CHICAGO—Newspapers here openly charge that Al Capone is affiliated with the Chicago Operators' Union, and refer to the two-operator bill as a Capone measure calculated to insure him $1,000,000 revenue.

Kansans Unite In Bitter War On Blue Laws

KANSAS CITY—Organizations which have for their purpose the awakening of the people of Kansas to the unfairness of present blue laws are being formed in a number of towns of the state. Sponsors of the movement are endeavoring to get liberal-minded persons to join the association and to

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Seek Dismissal of U. S. 'Ingagi' Kick

Petition for dismissal of the Federal Trade Commission's complaint against Congo Pictures, charging false and misleading advertising in the distribution of "Ingagi," now is under consideration by the Federal Trade Commission, following its filing by Louis Nizer, counsel for

(*Continued on page 2*)

Wis. M.P.T.O. Slams Allied; Quits Body

MILWAUKEE—Charging that Allied States Association did not extend promised co-operation and guidance, but instead fostered and aided a competitive exhibitors' unit in the state, the M. P. T. O. of Wisconsin voted unanimously to withdraw from Allied at its convention here. This abro-

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Allied Under Probe At New Jersey Meet

ATLANTIC CITY—Allied States Association's activities are expected to highlight the New Jersey exhibitor unit convention, which today begins the real work of its session. Yesterday's proceedings were perfunctory, the meeting getting under way about 2 P. M., with President Sid-

(*Continued on page 4*)

"Hell Raisers" Immune to Snappy Films, Say Studes

PALO ALTO, Calif.—No matter how snappy a picture may be, it can't teach the younger generation much—if anything. But the y. g., as typified by the students of Leland Stanford University here, doesn't want the baldheads and bearded ones here to tell it what it can and cannot see.

"Young Sinners" started it. As soon as the picture had been booked and advertised the joy-killers swung into action. The Rev. Oscar Greene, chairman of the censor board, immediately called an executive session and banned the production, the theatre being forced to comply. This

(*Continued on page 4*)

Good Pictures Now Seen As Speeding the Return Of Prosperity

Eyes of the industry are trained on Hollywood in search for an increase in the product which will give the necessary impetus for the "Buy Right—Buy Now" movement which is gaining momentum in the industry.

Apathy of exhibitors toward buying early this year is known to have curtailed distributor grosses to a marked degree. In order to offset the effect of buying strikes, looming in several sections of the country, exhibitors are being asked to do their buying as speedily as they are able to make equitable deals.

In the pictures being turned out by

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Kent, Feist Asked For an Explanation

PHILADELPHIA—Despite the promise of S. R. Kent and Felix Feist to M. A. Lightman, M.P.T.O.A. president, tying in of features and shorts is being continued, the eastern Pennsylvania and southern New Jersey unit alleges in calling upon them for explanations. The local zone unit, says *The Exhibitor,* wants to know why these promises were not kept.

"We are selling M-G-M shorts first and then features under our sales policy for 1931-1932," Felix

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Bernerd Now Director Of Gaumont British

LONDON—Jeffrey Bernerd becomes managing director of Gaumont British theatres under a rearrangement of executive personnel just effected here. Isadore Ostrer has resigned his chairmanship to become president of both G. B. and Provincial Cinematograph

(*Continued on page 4*)

Offers Trophy

Quigley Publications have offered a cup for the winning baseball team in the Motion Picture Athletic Association in which practically all major companies are members.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 19, 1931 No. 17

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

New Product

"SMART MONEY" will probably start a cycle of gambling pictures, for it will hit the men—and many of the other sex—between the eyes with its punch and drama. Al Green started out with a continuity so completely jammed with action that episodes are snapped off without mercy—and the tempo is rapid-fire all the way.

The central figures are big time gamblers, a premise that doesn't promise much on paper in the way of entertainment, but the job has been done, and neatly. Edward G. Robinson dominates the picture with his characterization of a "can't lose" Greek gambler, and James Cagney, Maurice Black, Ralf Harolde, Morgan Wallace and Evalyn Knapp gave all they've got in the way of gripping performances. This is out as far as the kids are concerned, but the men will talk about it.

FOUR new Educational shorts, projection-roomed yesterday, proved pretty dismal.

First was "Jungle Giants," a Lyman Howe Hodge-Podge. The animals were undoubtedly wild, but the entertainment value tame. Shot silent, but accompanied by a running fire of dialogue. Poorly photographed.

"What a Head," Tuxedo comedy produced by Al Christie, tried hard for laughs, but old gags, turned over and over again, made the going very tough for actors and this reviewer.

"The Thayer Trial," one of the Burns detective series, talks its way through 12 minutes of footage. Action completely minus. Quality, ditto.

"Movie-Town," a Sennett comedy in Sennett-color. Hard on the eyes and the funny-bone, although those who may think they are getting a peek into Hollywood and its inside may find something diverting in the 1,545 feet of film that make up this one. We didn't.

LAUREL and Hardy in "Laughing Gravy." All nonsense, but all funny. A Capitol audience yesterday bellowed so much the laughs seemed to collide with each other. This is one to go for.

KANN

"BUY RIGHT—BUT BUY NOW"

Pizor Releasing New "Port o' Call" Series

William M. Pizor has acquired for state rights distribution a series of 26 one reel travelogues to be released as the "Port O' Call" series. Deane H. Dickason is the producer.

Sales will be handled through Imperial Distributing Corp., one of the Pizor-controlled companies.

"BUY RIGHT—BUT BUY NOW"

Transamerica Dividend

SAN FRANCISCO—Quarterly dividend of ten cents per share on outstanding stock of the Transamerica Corp., payable July 25 to stock of record July 6, has been declared by directors. The company had been paying 25 cents quarterly. The directors also voted to limit the par value of the stock.

"BUY RIGHT—BUT BUY NOW"

"C. C. P." to Coast

C. C. Pettijohn left New York Thursday for a three weeks' vacation trip to the Coast.

He Explained Why

Claude Flemming, narrator of the "Romantic Journeys" series distributed by Educational, was guest at a company luncheon yesterday at the Astor. A natural story teller, he highlighted his experiences with the yarn of an American entertained royally by an English peer.

They went in for sports together in a big way until the fox hunting season came along. The first day of the hunt came to a close when the titled Britisher abruptly left the dinner table. The next day after the hunt, he didn't appear at dinner at all. Sensing a situation, the American went to him and said:

"I'm afraid I have offended you, sir. What have I done?"

"You know," replied the Britisher, "we in England are fond of sports and perhaps most fond of fox hunting. For centuries, custom has ruled the hunt. When the fox breaks cover, it is usual for the hunters to rise on the stirrups, doff their hats and cry: 'Heigh, ho, the fox' and not 'There goes the dirty —— ——— ———'."

Defeat of Chain Store Tax to Help Circuits

COLUMBUS, O.—Defeat of the chain store tax bill before the House of Representatives because of inability to gather sufficient votes to pass it may mean an end to possibility of a similar tax against circuit theatres in this state.

"BUY RIGHT—BUT BUY NOW"

Three for "Daddy"

"Daddy Long Legs" is being held over for a third week at the Roxy, the first time a picture has played that long at the theatre since "Common Clay" a year ago.

The decision to hold over the picture was made at the last moment and after advertisements for "Annabelle's Affairs" had appeared in the morning newspapers.

Lightman Sees Further Cut in Score Charges

Score charges will be reduced this season, declares M. A. Lightman, president of the M. P. T. O. A. At the beginning of the selling season last year a much higher price was charged for score charges than those which obtained at the close of the season, he says.

"Naturally, the salesmen are starting out to get all they can for their product," he continues. "It is up to the exhibitor to fight for his rights. If you put up enough effort you can and must get your score charges at a reasonable figure. Remember, you can call it anything you please from score charge to privilege tax, but in the last analysis it is part of your film rental and you must take that into consideration when negotiating for film."

"BUY RIGHT—BUT BUY NOW"

Warner Zone Mgrs. Close Business Meet

Closing day of the business sessions of the zone managers of Warner theatres, called by Dan Michalove, head of the circuit, and held in the auditorium of the home offices, was marked yesterday by addresses of technical experts in the various phases of theatre operation. Speakers included C. W. Nickerson, electrical engineer, Joe Hornstein of Continental Theatre Accessories, Walter Meyers, head of the Artists' Bureau connected with Warner Theatres, Dave Weshner, Willard G. Patterson, Eddie Alperson, Don Jacobs and R. W. Budd.

"BUY RIGHT—BUT BUY NOW"

Seek Dismissal of U. S. 'Ingagi' Kick

(Continued from page 1)

Congo. Nizer pointed out that the film was revamped after settlement of the action of Lady Mackenzie Film Corp., vs. Congo and that in its new form all the alleged misleading sequences were eliminated and the film approved by the New York censor board and the National Better Business Bureau. He also challenged jurisdiction of the commission in the matter.

"BUY RIGHT—BUT BUY NOW"

"U" Gets Two More

Two additional newspapers—the *Sioux City Tribune* and the *Memphis Press-Scimitar*—have tied in with the Universal talking newsreel.

Decline Continues in Market; E. K. Off 3

	High	Low	Close	Net Change	Sales
Consolidated Film Industries pfd	13⅜	13	13	— ½	300
Eastman Kodak	130¾	128¼	128½	—3	5,000
Fox Film "A"	19	18¼	18¼	— ¾	700
General Theatre Equipment new	4¾	4⅜	4½	— ¼	4,800
Loew's, Inc	40¼	38¾	39¼	—1⅞	4,400
Paramount Publix	23⅛	22¼	22¼	—1	6,300
RKO	13⅛	12⅝	12¾	— ½	7,200
Stanley Co. of America					
Warner Bros.	7⅛	7¼	7¼	— ¾	12,700

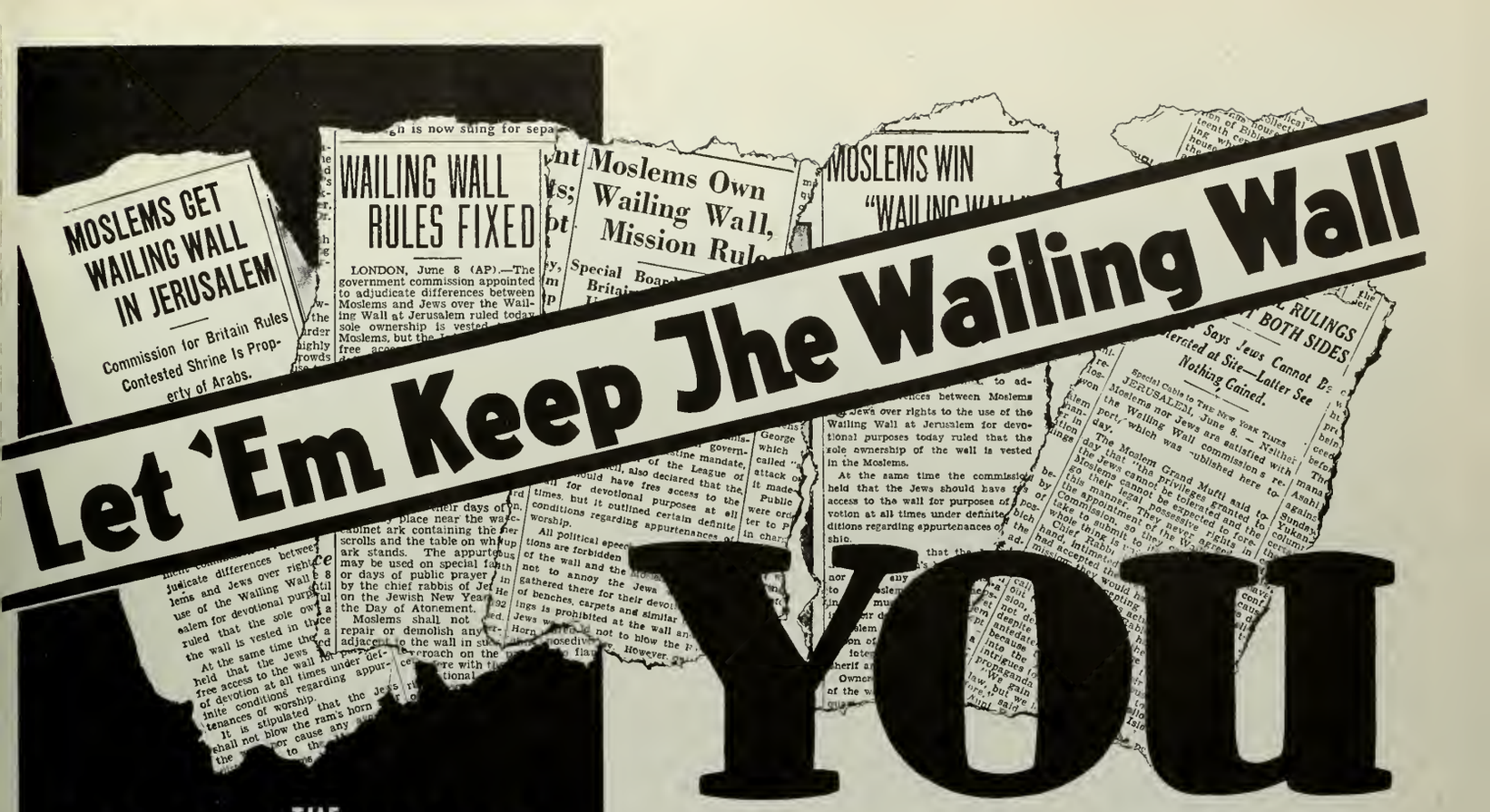
Curb Also Off; G. T. E. Drops 2¼

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3	3	3	— ⅛	700
General Theatre Equipment pfd	10½	8½	8⅝	—2¼	2,500
National Screen Service	20	20	20	+ ½	100
Sentry Safety Control	1	1	1	.....	100
Technicolor	5⅝	5⅝	5⅝	— ⅜	200
Trans Lux	5⅞	5¾	5¾	— ¼	200

Bond Issues Slightly Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40	37	37	—3	19
Keith, B. F. 6s. '46	65	65	65	.....	2
Loew's 6s '41 ex war	97	97	97	+ ⅝	5
Paramount Broadway 5½s '51	101½	101½	101½	.....	5
Paramount F. L. 6s '47	91¾	90½	90½	—1	15
Paramount Publix 5½s, '50	80	79¼	79¼	— ¾	14
Pathe 7s '37 ww	85	84	85	+ ¾	8
Warner Bros. 6s '39 wd	45¼	44⅛	44⅛	—1⅛	35

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M. Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
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THE

MILLIONAIRE

George Arliss · Hailed editorially as the finest picture of the year. Big business. Hold-overs. Return engagements all over the country.

▼▼▼

SMART MONEY

Edward G. Robinson · Set for long runs in dozens of key city houses this week, beginning with Winter Garden, N. Y. Bigger than "Little Caesar" and "Public Enemy". Not a gangster picture.

▼▼▼

NIGHT NURSE

Barbara Stanwyck · Outstanding hit on the Warner program. The talk of the trade. Surest thing you've ever played.

▼▼▼

BOUGHT

Constance Bennett · Never a better picture from Constance Bennett. Great supporting cast. Marvelous title. Good for double playing time everywhere.



BOSKO *in* LOONEY TUNES CHASES THOSE B. O. BLUES

don't need it with these great WARNER hits coming to you *one right after another*..

TODAY
TOMORROW
NEXT YEAR

Exhibs Band And Lick Wis. Tax on Gross

MILWAUKEE—Exhibitors all over the state lent their aid in defeating the 4 per cent tax on theatre grosses with more than 10,000 names presented to the legislature on petitions opposing the bill. Petitions were circulated in theatres throughout the state and in this manner a considerable portion of these signatures were obtained.

Exhibitors from Green Bay, Marinette, Madison, Two Rivers, Marshfield, Whitehall, Oconto, Stevens Point, Stoughton, Merrill, Racine, Shawano, Sheboygan, West Bend, Rhinelander, Ashland, South Milwaukee, New London, Clintonville, Richland Center, Mayville, Milwaukee, Wauwatosa, Berlin, Waukesha, Superior and Rock County presented petitions to the legislature protesting against the measure.

Even Glidden with a population of approximately 625 presented a petition with 35 names, while Clear Lake with a population of approximately only 75 more, turned in a petition with 99 names. The present legislature offered the exhibitor more problems than any within the past ten years. One of the guiding hands throughout the session was Fred S. Meyer, managing director of the Alhambra theatre of this city and president of the M.P.T.O. of Wisconsin.

"BUY RIGHT—BUT BUY NOW"

Kent, Feist, Asked For an Explanation

(*Continued from page* 1)

F. Feist told MOTION PICTURE DAILY yesterday. "We naturally have faith in our shorts and are anxious for the exhibitor who plays this company's feature product to play our shorts also.

"A lot of matters were discussed at the 5-5-5 conferences several years ago and a lot of conditions have changed since that time."

Feist intimated he saw no reason why M-G-M should be held to promises when others are not.

S. R. Kent could not be reached for a statement.

"BUY RIGHT—BUT BUY NOW"

Kansas Citizens Join In Fight on Blue Law

(*Continued from page* 1)

contribute to a fund that will be used to seek elimination of laws which prohibit Sunday recreation.

Directors of the M. P. T. O. of Kansas and western Missouri have endorsed the plan and promised it their support. The exact methods to be used to carry out the work have not been determined, but it has been decided that five towns will be used for experimental purposes to test public reaction to the idea.

"BUY RIGHT—BUT BUY NOW"

Mrs. Young Funeral

Funeral services for Mrs. Eva F. Young, wife of Theodore Young, head of Paramount's real estate department, will be held at 2 P. M. today from her late home, 79 Storer Street, Pelham, N. Y.

'Hell Raisers' Are Immune to Snappy Films

(*Continued from page* 1)

brought forth the following scathing editorial in the *Stanford Daily*:

"With a shortsightedness that would be uproariously funny if not so downright idiotic, the organization known as the City of Palo Alto Board of Censors has seen fit to bar the showing of a motion picture because of certain immoral sequences.

"The sequences were objectionable to the board because they showed youths and girls drinking and carousing.

"Those members of the younger generation who are in for h—l raising of the kind depicted undoubtedly know all about it without being shown a picture of it."

"BUY RIGHT—BUT BUY NOW"

Fox Payment To Settle Three Suits

Payment by William Fox of $250,000 to Winfield Sheehan in an out-of-court settlement covered three suits for $500,000 brought by Sheehan, Fox's attorney, Alvin Untermyer, declares. His statement is to relieve any false impression gained from announcement of the settlement.

"One of the suits was for $360,000 and interest," said Mr. Untermyer, "One was for $115,000 and interest, and in the third suit Mr. Sheehan sought to recover $118,000 including interest, beside 1,250 shares of stock of the Fox Westwood Corporation. It was in settlement for all three suits, in which Mr. Sheehan sought $500,000 in addition to Fox Westwood stock, that Mr. Fox paid $250,000.

"Under the settlement Mr. Fox retains as against the $250,000 paid by him, 6,850 shares of preferred stock of the Bankers Securities Corporation of a market value of $140,000, besides dividends of $55,000 on this stock. Mr. Fox is of the opinion that the Bankers Securities stock which he claimed belonged to Mr. Sheehan is alone worth more than the amount paid by Mr. Fox in settlement."

"BUY RIGHT—BUT BUY NOW"

Radio Signing Off on Station DIX, Report

(*Continued from page* 1)

Frank Joyce, Dix's agent, says that "so far as Dix is concerned," negotiations are over. "They rejected the company proposal and "say for Dix that any new negotiations must originate with the company and that means a new deal and a new offer."

The star of "Cim" declined comment on a report that he might produce independently. Meanwhile, Radio still says that Dix will stay with that company.

"BUY RIGHT—BUT BUY NOW"

Bernerd Now Director Of Gaumont British

(*Continued from page* 1)

Theatres, Ltd., while his brother, Mark, is now joint managing director of two companies in association with C. M. Wollff, thereby filling the post left vacant when Will Evans resigned.

At the same time, Arthur Jarratt and H. M. McKem join the board of P. C. T. and W. J. Gell and Michael Balcon, the board of Denman Picture Theatres, Ltd. All of these various companies are controlled by Gaumont British.

A New Thrill

Hollywood is having a brand new thrill, according to Cecil B. DeMille, in New York from the coast and soon to sail for Europe. This is deep sea walking, a fad which DeMille sponsored. The gag is a helmet with glass front. A bathing suit is worn by the "diver." Walking around on the bottom of the ocean offers a kick without precedent, according to DeMille. A number of screen personalities are going in for the new sport.

Allied Under Probe At New Jersey Meet

(*Continued from page* 1)

ney E. Samuelson outlining proceedings scheduled for today. A meeting was held last night.

Abram F. Myers, president of Allied, arrived here yesterday. He is expected to outline Allied's position in extending co-operation to its various units. The question of affiliations is coming up, it is said. It was reported here yesterday that Universal is paying Allied $52,000 this year to plug that company's pictures. Tiffany is said to have paid Allied $75,000 for its aid in backing sale of franchises.

Provisions of the copyright law enable maintenance of an alleged monopoly in the industry, President Samuelson said in his report, declaring that eventually the present system of distribution will be supplanted by a government-supervised central distributing organization similar to the express companies' method of operation. Such a machine, he predicted, would be open to independents as well as old line firms.

The public, said Samuelson, must choose between the special provisions of the copyright law and the ordinary provisions of common law, adding that the people won't stand for both at their expense.

Today's meeting will consider establishment of an exhibitor co-operative, provisions of various contracts, the Allied newsreel, legal decisions affecting the industry, depression and prices. Samuelson hit yesterday at Hollywood waste, saying it was saddled upon the exhibitor in the form of higher rentals.

"BUY RIGHT—BUT BUY NOW"

Look to Hollywood For Buy Now Impetus

(*Continued from page* 1)

Hollywood within the next few months, observers believe, lies the success of the "Buy Right—Buy Now" movement. The demonstrated box-office reaction to quality product released in recent weeks proves that the slump can be overcome by good pictures, it is pointed out.

One observer declares that if each company can turn out one big box-office draw between now and the end of summer, a business boom will be ushered in which will do much to offset the red ink of recent months.

Exhibitors are cited the advantage of playing new product at the earliest possible dates in connection with the "Buy Right—Buy Now" drive.

Wis. M.P.T.O. Slams Allied; Quits Body

(*Continued from page* 1)

gates the Chicago convention pledges which totaled $5,000 and of which $3,000 has been paid.

The action on the Chicago pledges came as an amendment proposed by Charles W. Trampe, exhibitor-distributor, who is president of the local Film Board. While the withdrawal is permanent, the resolution reads that it is to be effective until "such time as the national organization is ready to co-operate with the state association."

The convention voted against sponsored advertising, but criticized methods of taking the fight against them to the newspapers. Zoning apparently was favored, but not the Film Board plan. The zoning and protection resolution was sidetracked by Trampe and is being left to directors for future action. President Fred S. Meyer charged that both exhibitors and exchanges violated past protection agreements.

The president's request that exhibitors buy now was tabled. Admission price reductions were opposed without conference with directors who will attempt to settle competitive situation difficulties thus avoiding price wars. The organization announced 131 registrations.

Officers reelected in addition to Meyer are: A. C. Gutenberg, vice-president; James Boden, secretary; L. M. Salb, recording secretary; Steve Bauer, business manager.

Rival Unit Expected To Get Allied Charter

MADISON, Wis. — Allied Theatre Owners of Wisconsin, recently-formed association, is expected to get the Allied charter for this state following secession of the M. P. T. O. of Wisconsin. Frank J. McWilliams, veteran former head of the state M. P. T. O., heads the new unit.

"BUY RIGHT—BUT BUY NOW"

Night Baseball Is Menace in Seattle

SEATTLE—Night baseball has made its debut here for the 1931 season, and is already showing a tremendous increase in gross business over the first few weeks of daytime games. Women, either alone or accompanied by male escorts, are granted free admission every evening.

Among the several thousand patrons at ball games during weekday evenings are hundreds that would be attending picture theatres under ordinary conditions, according to local theatre operators, who see night baseball as a serious menace to theatre business. Daytime games are played on Saturday and Sunday, as before.

"BUY RIGHT—BUT BUY NOW"

Active in Small Towns

Volume of small town business being written by Fox is running ahead of last year in all exchanges except those in Canada, the firm says.

11,000 Theatres

in the Columbia Circuit!

A SMASHING TESTIMONIAL TO THE DRAWING POWER OF COLUMBIA PICTURES AT THE BOX OFFICES OF THE COUNTRY . . .

• • •

11,000 OF THE INDUSTRY'S MOST SUCCESSFUL THEATRES—NOT ONE OWNED OR OPERATED BY COLUMBIA—ARE TODAY PLAYING COLUMBIA PICTURES CONSISTENTLY!

• • •

COLUMBIA'S GREAT BOX-OFFICE PICTURES WILL MAKE YOUR *BRICK AND MORTAR INVESTMENT* PAY DIVIDENDS!

COLUMBIA PICTURES

DON'T DELAY
ACT AT ONCE!

Book Columbia Pictures NOW!

3rd week

by popular demand

ROXY

world's greatest theatre
holds over
year's greatest picture

DADDY LONG LEGS

with

JANET GAYNOR
WARNER BAXTER
UNA MERKEL • **John Arledge**
Claude Gillingwater, Sr. • **Kathlyn Williams**

From play by **JEAN WEBSTER** *Directed by* **ALFRED SANTELL**

FOX *studios produce another* **SMASH**

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 18 | NEW YORK, SATURDAY, JUNE 20, 1931 | TEN CENTS

Depression? Huh! Refuses To Cut Wage

Schenectady Offer Is Scoffed by Shirley

SCHENECTADY—Offer of operators and stagehands in Farash theatres here and in Troy to accept a wage cut has been rejected by the company, states William Shirley, president and general manager. Discounting tales of depression in theatre business, he says the Farash houses are enjoying the best season in his 12 years' experience in local theatre management.

Some local houses have accepted the reductions offered by the unions at the suggestion of William Canavan, I.A.T.S.E. president. Shirley also points out that his firm has not laid off any employes during the present economic situation.

"BUY RIGHT—BUT BUY NOW"

Cut of Censor Fees In Chi Is Tabled

CHICAGO—Proposal asking that the Chicago censor board issue blanket permits instead of individual permits for individual prints was tabled by the Film Board of Trade here this week to await the return of prosperity.

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Price Reductions By Nat'l Supply

Permanent reduction of prices on a number of articles of equipment is being made July 1 by National Theatre Supply Co.

Lookin' 'Em Over

Reviewed today on page 14:

"BLACK SEA MUTINY" (Amkino)
"COMMON LAW" (RKO Pathe)
"EAST OF BORNEO" (Universal)
"EX-BAD BOY" (Universal)
"FIVE STAR FINAL" (First Natl.)
"HELL TO PAY" (Fox)
"LOVER, COME BACK" (Col'bia)
"MILLION DOLLAR SWINDLE"
"THE SKIN GAME" (B.I.P.)
"SLEEPING PARTNERS" (Elstree)
"WOMEN LOVE ONCE" (Par'm't)

"CONFESSIONS OF A CO-ED" (Paramount), which opened at the Paramount yesterday, was covered on June 12.

"MEN CALL IT LOVE" (M-G-M), which opened at the Strand yesterday, was covered on February 5 under its former title. "Among the Married".

Debunking Gangsters

PROVIDENCE—Evidently the arguments pro and con relative to the advisability of showing gangster films reacted in favor of exhibitors when "Public Enemy," showing at the Majestic, rated big dough and press raves.

The Public Safety Board here, film commentators and the rank and file generally held a hectic debate for the past month as to the effects of gang doings in picture form on the young. The consensus of opinion, after seeing "Public Enemy," however, was that few kiddies would care to emulate the exploits of the two young racketeers who are bumped higher than a kite before the fade-out.

Houston 1st Runs Delete Stage Shows

HOUSTON—"Summer thrift policies" have been inaugurated by all Houston theatres with the dropping of vaudeville and unit stage shows at the Publix-Metropolitan, Loew's State and RKO Majestic. Prices are uniformly cut to 25, 35 and 50 cents.

Announcement that stage shows would be dropped at the Metropolitan

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Sound Service for 1,400 Independents

With 1,400 members already declared lined up, National Sound Service Bureau, Inc., of New York now is handling installation and servicing of all independent sound reproducing equipment. Members are located in many cities of the United States and are available at all times for immediate emergencies. With none of the manufacturers and distributors of in-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Chile Studying Tax Of 10 to 50 Per Cent

SANTIAGO, Chile—Tax of ten to 50 per cent on admissions, based on prices charged, is under consideration by the government, it is understood. The government is said to be alarmed by the "constant outflow" of money paid to picture houses.

"BUY RIGHT—BUT BUY NOW"

Feature Is Completed By Multicolor on Q.T.

HOLLYWOOD—Multicolor is cutting its color feature, a romance of early California. The film was made on the Q.T. without any announcement of its filming.

Bauer Blames Al Steffes for Wisconsin Jam

MILWAUKEE—The story behind the withdrawal of the Wisconsin M. P. T. O. from Allied States Association, as recited by Steve Bauer, business manager of the state organization, charges Al Steffes with responsibility for the move.

At the time internal differences were at the straining point, just prior to the split up which evolved the organization known as the Allied Independent

(*Continued on page 2*)

Myers Sees Allied Born Anew in Wis.

ATLANTIC CITY—Directors of Allied States Association several weeks ago took action with respect to Wisconsin, conditioned on the action of the convention just held, states Abram F. Myers. He says, however, that he does not feel he should make any statement until he has received official notice of the Wisconsin unit's sessions. In any case, however, he adds, the independent movement in Wisconsin "will not suffer but on the contrary will have a rebirth similar to that which occurred in Illinois and Iowa."

"BUY RIGHT—BUT BUY NOW"

Ban "Hell's Angels" or Else, German Edict

BERLIN—Withdrawal of "Hell's Angels" from the world market is demanded of United Artists by the Federation of German Motion Picture Theatre Owners. The picture is branded as anti-German and "derogatory to the reputation of the German people." If United Artists does not comply with the demand not to sell the picture outside the United States, the federation promises to take retaliatory steps.

Jersey Unit Sticks With Allied States

A. F. Myers Urges Sale of Beer as Trade Cure

ATLANTIC CITY—New Jersey exhibitors reaffirmed their allegiance to Allied States Association, agreed to enter an anti-double-featuring pact if affiliated theatres will do likewise and attacked the tying in of features and shorts at the annual convention which wound up here last night. Sidney E. Samuelson was re-elected president.

On the ticket with Samuelson are: Thornton Kelly and I. A. Hirschblond, vice-president; Irving Dollinger, secretary; J. Unger, assistant secretary; Mike L. Warren, treasurer, and Louis Erofsky and W. C. Hart, assistant treasurers. Directors are: I. A. Roth, Harry J. Hecht, Julius Charno, Charles Robinson, Louis Gold, G. Sacardi, Dave Snapper, L. A. New-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"Bill" Saal Quits Publix; Joins Young

William Saal, director of theatre management for the south and southwest for Publix, has resigned to become executive representative for L. A. Young and Grant L. Cook of Tiffany. He assumes his new duties June 26.

Saal came with Publix with the acquisition of E. H. Hulsey's interests in Texas, and up until last year handled the buying and booking for all Publix theatres. January 1 of this year he assumed the duties of director of theatre management for Paramount Publix in the Saenger, Texas, Oklahoma, Arkansas, New Mexico, Arizona, Utah and Idaho territories.

The Trader Again

CENTRALIA, Wash.—Page "Trader Billy" Ferguson of M-G-M. What a kick he would get out of the beard-growing edict of the city council, which has passed an ordinance ordering the male population to grow whiskers between the dates of July 8 and August 12. It's to provide realism for the annual Southwest Washington pioneer picnic, but there's a "Trader Horn" exploiter working in the territory—so maybe——

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 20, 1931 No. 18

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Houston 1st Runs Delete Stage Shows

(*Continued from page* 1)

was made four weeks ago, effective yesterday. Rumors RKO vaudeville would be dropped at the Majestic have been current for two months. But the abrupt announcement Monday that vaudeville revue would be pulled at Loew's State was a surprise. Decided improvement had been made in Loew's stage revues the past two months.

However, Manager W. V. Taylor of Loew's has always maintained that all theatres would be better off if stage shows are dropped the first of June and resumed in September, if at all.

"The picture is the thing, always," said Taylor. "If we have a good picture and sorry stage show, we get the business, and if we have a sorry picture but the best stage show in town, we lost the business. There is no guess work to that. It has proved so time and time again."

Theatre business, suffering a decline is said by managers to be picking up a little.

"BUY RIGHT—BUT BUY NOW"

Cut of Censor Fees In Chi Is Tabled

(*Continued from page* 1)

Members of the Film Board concurred in the opinion that to press the plan which would mean a reduction in censor board revenue during the city's present financial crisis would be futile and might injure future prospects for the plan's adoption.

At present, permit fees are $3 a reel for the first prize and $1 a reel for each subsequent print. The plan would substitute a blanket permit rate for all prints of the same picture and would mean an appreciable saving to the industry locally.

Jersey Unit Sticks With Allied States

(*Continued from page* 1)

berry, Sam Varbalow, Ralph Wilkins, W. C. Hunt, Simon Myers and A. Bannon.

Declaring that the current depression has nothing to distinguish itself from its predecessors as it is only a natural development, Abram F. Myers, president of Allied, declared that it "would work itself out."

"If we could repeal the Eighteenth Amendment or at least legalize the sale of beer, this would do more to turn the tables and open the gates of prosperity than any other factor," he declared.

Myers said that picture men are being "pushed out" of the business by bankers and leather manufacturers who have no experience in picture making or exhibition.

There are 10,000 independent exhibitors in the United States who control the balance of buying power, he said. They should co-operate to make their position felt, he said, for all distributors know they represent the difference between profit and loss on pictures. The 22 Allied units, he said, represent a powerful influence in forestalling inequalities. He pledged assistance of the national body on all matters and said that the marshalling of independent buying power should continue.

Samuelson was presented with a silver service by the members with Myers making the presentation. Other speakers were: W. A. Steffes, Minneapolis; H. M. Richey, Detroit; Joe Pastor, Chicago, and Leon Rosenblatt and Harry Egert, of the Progressive Poster Exchange, New York.

"BUY RIGHT—BUT BUY NOW"

Sound Service for 1,400 Independents

(*Continued from page* 1)

dependent sound apparatus able to provide this service, the organization is at the immediate beck and call of these companies as well as theatres.

Kidding

OTTAWA—Manager Ray Tubman of the Regent pulled a fast one on the Street Railway Employes' Union when officials arranged for a special benefit midnight performance to bolster funds for an expected strike over wages.

Tubman booked an appropriate feature—"Only Saps Work."

Exhibitors Gleeful Over Ohio Censor

COLUMBUS—John L. Clifton, head of the state department of education and chief of the censor board, will sing his swan song July 1. On that date Dr. B. O. Skinner, president of Wilmington College, recently appointed by Governor White, will take over the office as Clifton's successor. Ohio exhibitors generally are jubilant over Dr. Skinner's appointment, as he is credited with possessing broad vision and of being eminently fair and just in his decisions on any subject. Moreover, he is said to be keenly interested in pictures and a friend of the exhibitor.

"BUY RIGHT—BUT BUY NOW"

Zukor Decorated

Adolph Zukor, who was born in Ricse, Hungary, which he has gone back to visit several times since his arrival in America as a boy, was decorated Friday by the Hungarian government. Count Laslo Szechenyi, Hungarian minister to the United States, assisted by George de Ghika, consul general of Hungary, presented to Zukor the decoration of commander in the Hungarian Order of Merit, awarded by Admiral Horthy.

"BUY RIGHT—BUT BUY NOW"

New Shubert Financing

Plans for readjustment of the capital structure of the Shubert Theatre Corp. are under way through which real estate properties will be segregated. The company has been obliged to request postponement of its fixed obligation to pay interest in debentures and the waiving of sinking fund requirements. it is stated in a letter to the holders of 6 per cent gold debentures, of which $6,450,000 of the principal amount is outstanding.

E. K. Drops Point in Off Market

	High	Low	Close	Net Change	Sales
Eastman Kodak	129¼	127	127½	—1	6,200
Fox Film "A"	18½	17⅝	18¼	.....	9,900
General Theatre Equipment new	4⅜	4	4¼	— ¼	5,600
Loew's, Inc.	39½	38½	38¾	— ½	6,300
Loew's, Inc., pfd.	85	85	85	— ⅛	100
M-G-M pfd.	24⅝	24⅛	24⅛	— ⅞	600
Paramount Publix	22¾	21⅝	22⅛	+ ¼	6,900
Pathe Exchange	1⅛	1⅛	1⅛	— ⅛	300
Pathe Exchange "A"	3⅞	3	3⅞	+ ½	100
RKO	13¼	12½	12½	— ¼	3,500
Warner Bros.	7½	7⅛	7¼	.....	8,800

Curb Follows Stocks; Educa'l Down 5

	High	Low	Close	Net Change	Sales
Educational	37	37	37	—5	20,000
Fox Theatres "A"	3	2⅞	3	.....	700
General Theatre Equipment pfd.	85⅝	81¼	83⅜	— ¼	1,600
Technicolor	5½	5½	5½	— ⅛	100
Trans Lux	5⅝	5⅝	5⅝	— ⅛	200

Bonds Slightly Irregular; W. B. Off 2⅝

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	36½	33	35	—2	16
Loew's 6s '41 ex war	97	97	97	.....	2
Paramount Broadway 5½s '51	101½	101½	101½	.....	2
Paramount F. L. 6s '47	90¾	89½	90¾	+ ¼	24
Paramount Publix 5½s, '50	80	79½	79½	+ ¼	4
Pathe 7s '37 ww	86	85	86	+1	15
Warner Bros. 6s '39 wd	43¾	41½	41½	—2⅝	29

Bauer Blames Al Steffes for Wisconsin Jam

(*Continued from page* 1)

Theatre Owners of Wisconsin, Bauer was advised by Abram F. Myers that Al Steffes would attend a meeting of the state association in a Milwaukee hotel for the purpose of attempting to settle the internal disputes and prevent a schism.

On the day set for the meeting, according to Bauer's story, the officers of the state association were waiting in the hotel selected for the meeting when Steffes phoned them from another Milwaukee hotel and asked them to appear there instead of at the appointed place. When the M. P. T. O. officers arrived at Steffes' hotel room they found already assembled there the individuals identified with the insurgent element of the Wisconsin organization.

"Just Happened In"

Asked for an explanation, Steffes stated, according to Bauer, that he "just happened to be going through town on his way to Chicago" and happened on some of the individuals who were present in his room. Steffes had no reply for their comment that it was odd that they had been advised by Myers that he, Steffes, would be in Milwaukee that day to attend the meeting of the state association for the purpose of patching up the differences which existed.

At the meeting which followed, the insurgent element dictated the terms for which they would make peace. Their demands were chiefly, that all existing officers of the Wisconsin M. P. T. O. resign immediately, and that eight members of the board of directors also resign. Steffes, it is charged, supported the demands and made no compromise or conciliatory gesture whatever. Shortly after this meeting the insurgent element set up its own organization, and although not possessing an Allied franchise, uses the Allied name.

At the recent Wisconsin M. P. T. O. convention, at which the state association withdrew from Allied, all officers of the organization were re-elected and only three new members were named to the board of directors among the 15 chosen.

Allied Silent

No further communication of any kind, Bauer said, were received by the state association from Allied officials from the time of the meeting attended by Steffes last March until the annual convention of the organization in Milwaukee last week. At that time, Abram F. Myers wired Bauer requesting a wired report on the highlights of the convention business and asking the results of the election of officers and directors.

Since the annual election affected virtually no change in official capacities of the Wisconsin M. P. T. O., and in view of the organization's withdrawal from Allied, it is regarded as certain that the new organization will be granted the discarded Wisconsin charter by Allied.

Hi, Mickey!

WE doff the editorial straw hat in your direction today:

Because, in these times when crowned heads are not easy heads, you manage to make 'em giggle.

Because you seem to have a perpetual good time, even if you don't, and because audiences everywhere feel that way about it, too.

Because our seven favorite children are willing to stand for anything in feature form if they can get you in short form. And that's carrying it pretty far.

Because you've made bad shows good and good shows better and that's proving a pal indeed to the fellows who run theatres and the folks who pay to sit in them.

Because you're model in your conduct, which most of us are not, and because you manage to forever keep your nose clean.

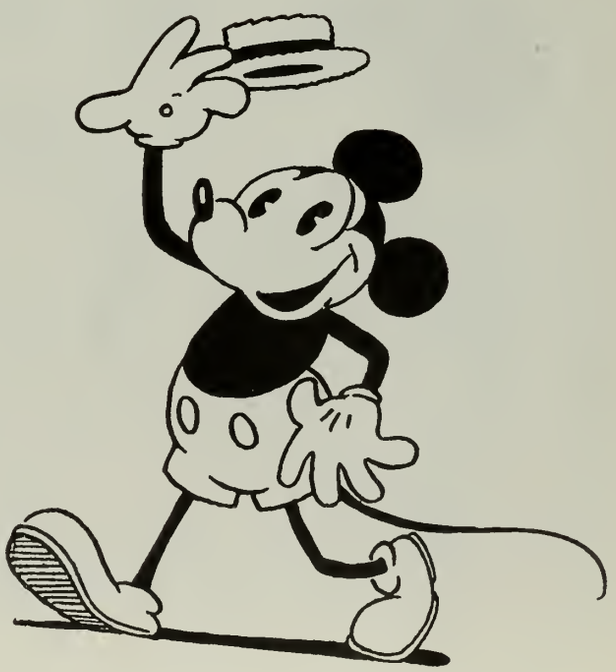
Because you bring credit to the picture business and a constant supply of golf sweaters to Walt Disney.

Because you're as minus in temperament as some stars we know are plus and that *is* something.

Because, finally, you've given us more fun in digging up the facts that follow about you than we've had since the bears shooed the bulls out of Wall Street and that's a long, long time.

Hi, Mickey!

KANN



The Proc

MICKEY
SILLY
CAF
EXTEND THEI
to V
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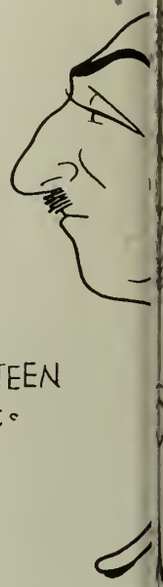
TED SEARS
◦ Gags ◦



BURT
GILLETT
◦ Story ◦



BEN
SHARPSTEEN
◦ Artist ◦





DAVE
HAND
◦ Artist ◦



BILL COTTRELL
◦ Cameraman ◦



EMIL
FLOHRI
◦ Scenic ◦



NORMAN
FERGUSON
◦ Artist ◦



LES CLARK
◦ Artist ◦



JACK CUTTING
◦ Artist ◦



BILL GARITY
◦ Recording Engineer ◦



DICK LUNDY
◦ Artist ◦

FRA
CHURC
◦ M

on Staff of

USE and
IPHONY

ONS

GRATULATIONS

Y



WILFRED JACKSON
• Story •



FLOYD
GOTTFREDSON
• Artist •



TOM
PALMER
• Artist •



JOHNNY
CANNON
• Artist •



FRENCHY
DE TREMAUDAN
• Artist •



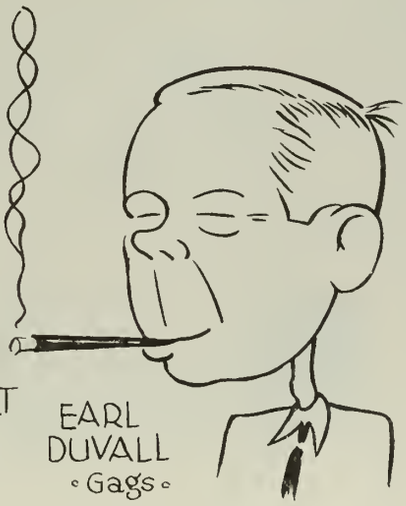
RUDY ZAMORA
• Artist •



HAZEL
SEWELL
• Inking •



BERT
LEWIS
• Musician •



EARL
DUVALL
• Gags •



CARICATURES
by JACK KING
• Artist •

Adv.

The ASSISTANTS to the PRODUCTION STAFF extend THEIR CONGRATULATIONS to WALT DISNEY



GEORGE LANE
- Asst. Artist -



OTTO ENGLANDER
- Asst. to Story Dept -





CAROLYN KAY SHAFER
- Research





CARLOS MANRIQUEZ
- Asst. Scenic Artist -

CECIL SURREY
- Asst. Artist -



AL TALLIFERRO
- Asst. Artist -

MARVIN WOODWARD
- Asst. Artist -



JOE D'IGALO
- Asst. Artist -



HARDY GRAMATKY
- Asst. Artist -







WEBB SMITH
- Asst. to Story Dept.

GEORGE GRANDPRE
- Asst. Artist -



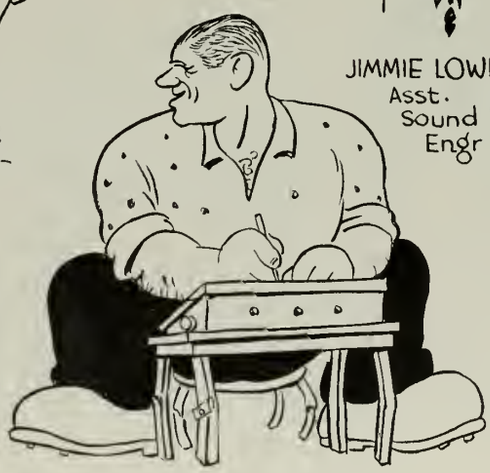


FRED MOORE
- Asst. Artist -

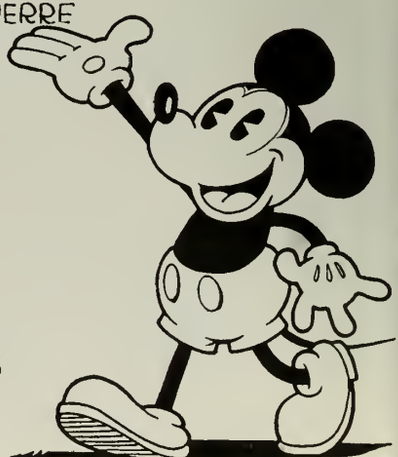
LELAND PAYNE
Asst. Cameraman



FRANK TIPPER
- Asst. Artist -



JIMMIE LOWERRE
Asst. Sound Engr





CHUCK COUCH
- Asst. Artist -



DICK MARION
- Asst. Artist -

ROY WILLIAMS
- Asst. Artist -



The Evolution of Mickey Mouse



IT is slightly more than two years since Mickey Mouse emerged from the inkwell of Walt Disney, gave a couple of mouse-like squeals and proceeded to turn the short subject and particularly the animated field upside down by his capers, ejaculations and what have you.

Good old Mickey, who now serves as a meal ticket for a corps of producing executives, animators, salesmen, vendors in almost every conceivable line from rattles and books to barbecue implements, first goaled a theatre audience September 19, 1928, when in "Steamboat Willie" he panicked a crowd at the Colony, New York. After that it was just how many patrons could line up behind the Mickey standard.

In a few days he had copped honors at the Roxy, where short subject showings were rare; but without any stage fright the little rodent hogged the bill at the big house. An independent who had furnished the recording facilities for the sound cartoons, which were to do things to the animation field, was helping out on the distribution.

Independents Got Break

Mickey first made his bid with independent distributors. Sales went rapidly. The foreign field craved the subjects as well and Walt Disney was riding the crest when Columbia made its bid for the popular subjects. What that firm has done with the Mickey Mouse subjects and their companion series, the Silly Symphonies, is history. Columbia has made Mickey a household word and has given the subjects wide distribution.

In order to properly present the idea as to when Mickey was first conceived it might be better to give a few highlights of the life of his creator.

Walt Disney was born in Chicago in 1901. He attended the public schools in Chicago. He always had a natural talent for drawing and for a short time attended the Art Institute in Chicago, where he improved on that talent.

Upon his return to the United States, after a year in the World War, he went to Kansas City, where his parents had moved. He bought a second-hand camera and for a time worked as a free-lance in taking newsreel pictures. Later he entered the advertising business and it was here that he conceived the idea of animating drawings for motion pictures, which later evolved into cartoons for public entertainment.

In 1923 he came to Los Angeles with but one idea in mind, which was to make better animated cartoons for public amusement. Walt and his brother, Roy, went into business in October, 1923, with a capital of less than $500 in cash. His first series was known as the "Alice Cartoons." He elaborated upon the original cartoon idea by double-exposing live characters in with the animated drawing of animals. It was really "Alice in Cartoonland" rather than "Wonderland." These cartoons were produced for a couple of years, after which he went to Universal and is credited with originating the idea of Oswald the Rabbit, which today is still being exhibited.

It was during the production of this series of Oswald the Rabbit that Mickey Mouse was first conceived. Disney desired to increase the entertainment value by giving more attention and thought to the plot, gags and stories, more detail to the animation of the subjects, having in mind the fact that good pictures were always in demand. In a word, he wanted to put more money into his product. The producer for whom he was working did not agree with him and they parted company.

Trying to Crash

While returning from New York he plotted out the first story which was to be later released to the public as "Plane Crazy." He made two of these subjects and tried to sell them.

It was at this time that sound was first becoming known. Al Jolson's first picture had been released. All the large producers and distributors were scurrying to equip their studios and theatres with sound apparatus. The consequence was that he could not get the ear of any producer because of the changing conditions in the industry. Realizing what he was up against and foreseeing what he must do to sell his product, he immediately began to produce a cartoon which could be synchronized with sound. He then evolved the present system of synchronizing sound with animated drawings.

Riding the Crest

After making this cartoon which was especially drawn to be synchronized with music he returned to New York to have it synchronized, as that time there was no available independent sound apparatus on the Coast. Even in New York he had to finally turn to an independent manufacturer of sound apparatus to get his work done. He then tried to dispose of his product to all the producers. In fact, he peddled it everywhere but no one would listen to him until finally, as a last resort, he entered into a contract with the individual who had furnished him his first sound equipment. After "Steamboat Willie," Mickey Mouse started his world adventures.

Vendors of various commodities were quick to see the possibility of Mickey Mouse as an outstanding individual character to help promote the sale of their goods, and today Mickey Mouse is being reproduced on linen, china, earthenware, embroidery, candy, soap, dolls, etc., in fact in almost every conceivable manner that can be imagined. He has been chronicled in song and by critics everywhere and yet he is but a pen and ink figment of the brain of his creator.

MAY I take this opportunity to express appreciation to the loyal staff of associates who have aided me in bringing to "Mickey Mouse" and "Silly Symphony" cartoons whatever degree of success these two short subjects have attained. I also wish to thank the exhibitors of the world for their enthusiastic reception of our productions; and I would indeed like to register a note of gratitude to the millions of film fans all over the universe who have taken to their hearts "Mickey Mouse" and welcomed "Silly Symphonies" with their applause.

Sincerely,

Walt Disney



The boys themselves. Here is the gang of creators responsible for the Mickey Mouse laughfests. They're at ease outside the studios watching a Punch and Judy show staged by the Mickey Mouse dolls.



A panoramic view of the new Walt Disney studios in Hollywood, new residence of Mickey Mouse and the "Silly Symphonies," with the finishing touches being put on the structure by decorators.

Mickey Mouse Clubs Cover Nation

MORE than 750,000 children throughout the United States are enlisted in the Mickey Mouse Clubs, a movement which has spread like wildfire since it was introduced less than two years ago, it is estimated by Roy Disney. Harry Woodin, at the time manager of the Dome theatre, Ocean Park, Cal., who since has been made Fox division manager in the Bronx, is credited with sponsoring the idea.

To date 375 clubs have been licensed by Walt Disney Productions, and an equal number are unlicensed, Disney believes. The average membership is 1,000. The clubs have served perhaps as the greatest single factor in the movement to bring children back to picture theatres, Disney thinks.

The Disney organization charters clubs, gives them a complete outline of activities, supplies accessories at cost, such as club buttons, membership applications, cards, window displays, posters, etc.

The purposes of the clubs are twofold. (1) It provides an easily arranged and inexpensive method of getting and holding the patronage of youngsters, and (2) through inspirational, patriotic and character-building phases, it aids children in learning good citizenship, which in turn fosters goodwill among parents.

Membership in the clubs is open to both boys and girls, and because of the club ideals and its opportunity for wholesome juvenile entertainment, the clubs have received the backing of charitable, patriotic, civic, school and church organizations. The club meets at weekly matinees, usually on Saturday morning. The program opens with a Mickey Mouse cartoon, which is followed by other subjects particularly suitable for juveniles.

The Mickey Creed

The creed of the Mickey Mouse Club is as follows:

"I will be a square-shooter in my home, in school, on the playground, wherever I may be. I will be truthful and honorable and strive always to make myself a better and more useful little citizen. I will respect my elders and help the aged, the helpless children smaller than myself. In short, I will be a good American."

Congratulations to Walt Disney from the Studio Personnel

ROY O. DISNEY
General Manager

GEORGE E. MORRIS
Comptroller

HARRY HAMMOND BEALL
Director of Publicity

J. W. MAC FARLAND
Western Representative

HENRY WM. PETERS
Eastern Representative

LUCILLE BENEDICT
Mickey Mouse Clubs

EDWARD M. FRANCIS
Auditor

GUNTHER LESSING
Legal Advisor

The Personalities Behind the Laughs

Just a Few of the Reasons Mickey Mouse Cartoons Are What They Are

WALT DISNEY is a modest person.

Creation of "Mickey Mouse" and "Silly Symphony" cartoons is no one-man job, and Walt realizes it.

He is always ready and willing to give his associates full share of credit for their part in carrying out and bringing to the world the ideas he conceives.

Roy O. Disney, his brother, is the general manager and business mogul of the studio. He has as his aides such men as George E. Morris, the comptroller; Edward M. Francis, auditor; J. W. MacFarland, western sales promotion representative; Henry William Peters, eastern sales promotion representative; Harry Hammond Beall, director of publicity; Gunther Lessing, legal advisor; while the fair sex is represented by Lucille Benedict, manager of the Mickey Mouse Club.

Members of the production staff were given an opportunity to do thumb nail confessions of their past, present and future with the following fatal results:

(Ed. Note—Three copy-readers and two proofreaders worked 24 hours trying to eliminate the mistakes in spelling in these effusions.)

CAROLYN SHAFER, research chief: "Was born of poor but dishonest parents, in Indiana by special permission of Will H. Hays. Came to California to become physical culture teacher, but discovered there were more dumbells in movies than in gymnasiums. Also a tendency to plumpness made be a poor advertisement for my chosen profession. Have spent years of study trying to determine whether Mickey Mouse sleeps with his whiskers inside or outside of the bedcovers."

FRANK CHURCHILL: "I was born in New England, but somehow escaped a Puritanical conscience. Came to Los Angeles at the tender age of four and am still hanging around. Started as a plumber at the age of twelve until I read in a magazine where some one guaranteed piano playing in twenty lessons. After receiving my diploma from the post office I immediately went to work at $16 a week in a Main Street picture palace. I'm still up in the dough. At present I'm trying to write musical scores for cartoons."

DICK LUNDY: "I was born in or around the locks of Saulte St. Marie, Mich., at a very young age. At the age of four I visited Detroit for about ten years, where they made me go to school. I then got the wanderlust and after seeing several towns in several states I landed in California on a box car one foggy morning in 1921. I received my art education at Venice High School and was graduated from there in 1926. Since that time I have been called battery-man, chauffeur, banker, real estate salesman, and various other names. Since 1929 until now I have been having the happy experience of seeing Mickey Mouse do the right thing at the wrong time."

EARL DUVALL: "Born June 7, 1898, in a front room across from the Navy Yard, Washington, D. C. Public schools too difficult . . . entered business college. Big success at fourteen as page for U. S. Senator Joseph Weldon Baily of Texas. Joe got in bad with Senate and Mrs. Duvall's son joined the regular army. Served during the war at Hazelhurst Field, Mineola, New York. After the war hooked up with *New York World* and then entered art department *Washington Times*. Later with *Washington Post*, Bell Syndicate, New York. Came to California for no reason whatsoever and Walt gave me a job. Married, have one son and hay fever."



THE lowdown on Walt Disney, as seen by his pal and intimate, Mickey Mouse:

(1) Disney is married, and very happily so.

(2) Disney owns his home, which is about five minutes' drive from the studio.

(3) His parents are living in Portland, Ore., and he does not get to see much of them.

(4) His best pal is Mrs. Disney, with a pet Chinese chow named "Sonny" running a close second.

(5) His hobby is his work, as every moment of his time is given to it. Even his hours of recreation are given over to going to theatres to see pictures that may give him some ideas. As to pastimes, each noon hour, the gang at the studio repairs to an adjacent empty lot for a game of baseball, in which the married men usually play against the single men. Walt is a keen supporter of the first named team.

(6) We know of no particular aversion unless it be interruptions while in the middle of a story conference, and this is one thing he does not countenance. He grants interviews, but only by appointment, and that after business hours.

(7) He has no unusual habits or mannerisms, unless it be an habitual concentration on some gag or story idea, that makes him seem absent-minded and at times utterly oblivious to his surroundings, whether at work or at home.

(8) He has no favorite author, nor any favorite film star, although he likes to attend pictures for the entertainment they afford, rather than for any personal preference for any certain star.

(9) Disney doubles for my voice, as well as most of the other animal noises.

To sum up: Disney's whole heart and soul are in his work. He eats, breathes, sleeps and dreams of it. He is kind-hearted and sympathetic. He has a great love for animals of all kinds, in addition to being a lover of nature. And he never beats his wife, says he.

BERT LEWIS: "Born in St. Louis, Mo. Played at Philharmonic one year. Scored many pictures such as "Pollyanna," "Woman," and others. Organist at various theatres before coming to Walt Disney."

BURT GILLETT: Like Hal Roach born in Elmira, New York, and we were both brats in the same school room for years. Served my apprenticeship in life as a newspaper reporter and cartoonist. Ten years of writing and animating in Mutt and Jeff, Inkwell, Fables and Felix the Cat. For the past two years have been helping to put the laughs and life into Mickey Mouse and Silly Symphony."

HAZEL SEWELL: "Head of the inking and painting department. Am Walt's sister-in-law and they say a successful wife and mother besides running the traceing dept."

BILL GARITY: "They call me the chief sound man, and I make all the noise around the studio. Being Irish I enjoy being a very jolly sort of a companion for the sound stage."

BILL COTTRELL: "Born 1906 South Bend, Ind., of English parents. Learned to speak English in 1910. Went abroad in 1920. Sentenced to salt mines in Siberia for soaping royal wind shield of Czar Nicholas' carriage. Escaped to California in 1923. Attended Occidental College in 1920. Awarded consistent freshman medal 1926, '27, '28, which included a paid vacation at Lincoln Heights, the third year. Two years behind the crank at Disney's camera and has never been in focus yet."

GILLES DE TREMAUDAN: "Am called Frenchy for short. Born in Manor, Saska., Canada, because my folks lived there. Graduate of Franklin High School in L.A. Two years playing at art at Otis Institute. Expect my career as animator to end with each preview."

FLOYD GOTTREDSON: "I have it on good authority that I was born in Utah. (No, Mormons don't wear horns.) Played hookey from art education by mailing empty envelopes to my correspondence school. My facial attributes are a composite of striking resemblances to Calvin Coolidge, Bull Montana and Richard Barthelmess. (*Ed. Note—Please enclose 25c. for all fan photos, to be mailed direct from Walt Disney Studio.*) Awarded aluminum medal by four Marx Brothers for inventing collapsible jail with removable bars in 1928. Worked as projectionist until Will Hays organization discovered what was wrong with the industry, then suddenly decided to become a cartoonist after 19 years at the drawing board have decided to take up art. Employed by Walt Disney for the past two years, and as long as Mickey pays the grocery bill I can't kick."

WILFRED JACKSON: "I was born in Chicago but moved before I could join Al Capone. Did the next best thing by settling in Glendale. Always had a yen for cartooning and after leaving Otis joined up with Mickey Mouse and have been making a living ever since."

JOHN CANNON: "For no good reason I was born in Terre Haute, Ind., the son of a boilermaker. The reform school was too crowded so I enrolled in Venice High School. I failed in everything but necking. Walt Disney gave me a job leading the animals out on the sets. I married a home town girl and now that there are to Cannons we can make BOOM BOOM, and soon there may be some little cartridges running around, being proud of their POP!"

JACK CUTTING: "Fell off a rose bush in Central Park, New York, about 1908. Later transplanted to Cali-

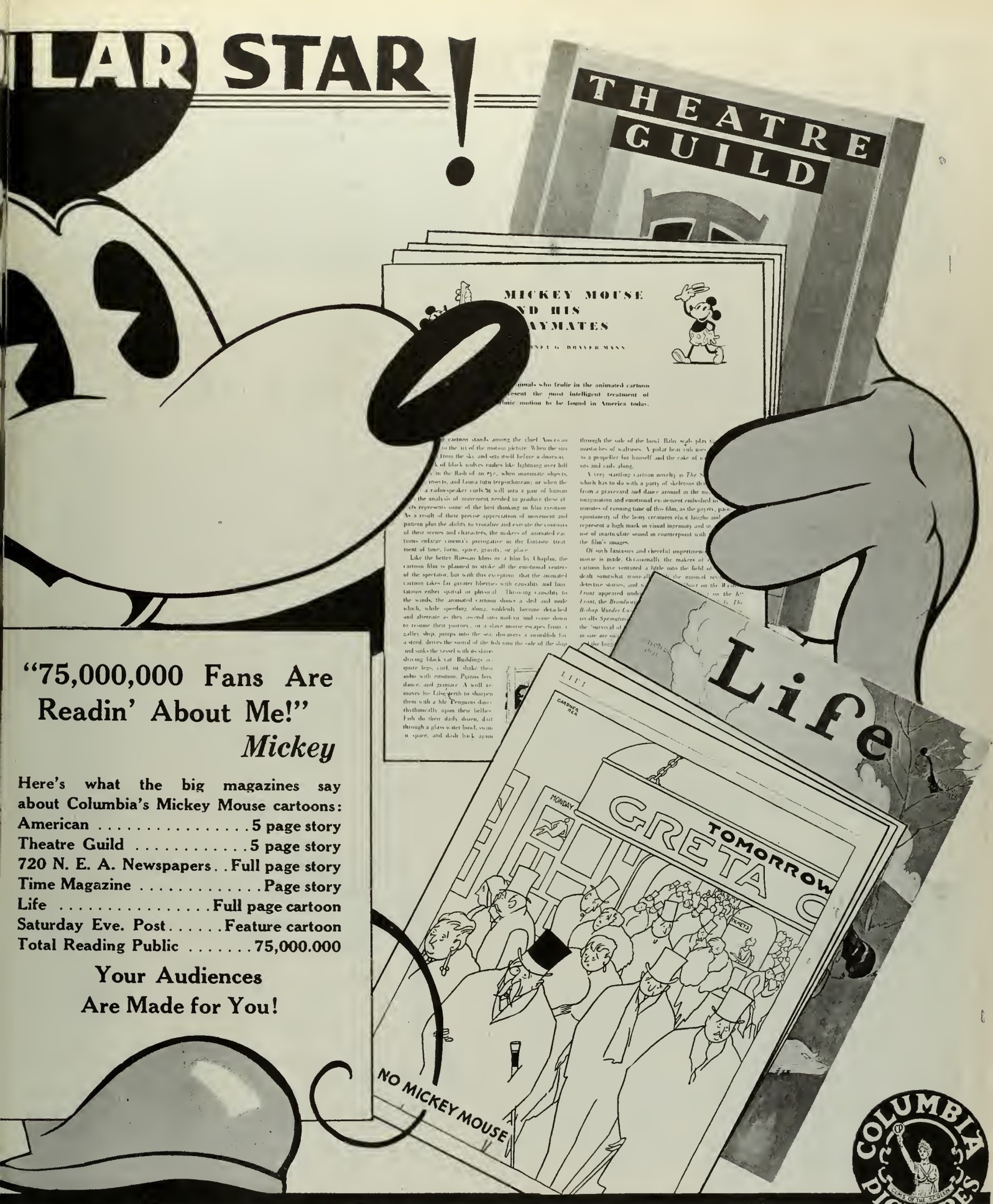
(*Continued on page* 13)

THE SCREEN'S MOST P



MICKEY

LAR STAR!



"75,000,000 Fans Are Readin' About Me!"

Mickey

Here's what the big magazines say about Columbia's Mickey Mouse cartoons:

American	5 page story
Theatre Guild	5 page story
720 N. E. A. Newspapers	Full page story
Time Magazine	Page story
Life	Full page cartoon
Saturday Eve. Post	Feature cartoon
Total Reading Public	75,000.000

Your Audiences Are Made for You!

COLUMBIA PICTURES

MOUSE



W. H. Peters, Los Angeles, personal representative of Walt Disney, presenting Chief Mickey Mouse Art Zirler, Jr., of Sheboygan and Chief Minnie Mouse Eunice Schneeberger of Kenosha, with loving cups while the sound reel cameras grind on.



A portion of the Mickey Mouse parade which was headed by the Boy Scout drum and bugle corps and their color bearers. Other bands included the Girl Kiltie band of Milwaukee, the West Allis High School band, the Hales Corners band.

First Mickey Convention Big Success

MILWAUKEE—The city is still talking about the first Mickey Mouse convention to be held in the United States. More than 4,000 kiddies from 30 Wisconsin cities attended. Local merchants and civic heads took an active part in the entertainment of these youngsters.

The convention opened at 9:30 a.m. with a big show at Fox's Wisconsin featuring Fancho & Marco's "Mickey Mouse Idea." At 11:30 a.m. a parade was held starting from the Milwaukee Auditorium and passing through the business district. Floats representing various business organizations sponsoring the clubs and seven children's bands were included in the parade.

Many merchants, exclusive shops merchandise houses acknowledged the Mickey Mouse convention by decorating their windows and counters with displays of the popular Mickey. More than 300 ushers and personnel members of the 14 Fox theatres in Milwaukee patrolled the line of march during the parade, which despite rainy weather was a colorful success.

An informal banquet for delegates selected from each club in Wisconsin was held at the Hotel Schroder at 1:00 p.m. Immediately after the banquet the boy delegates unanimously elected Art Zirler, Jr., 11, of Sheboygan, their Chief Mickey Mouse. Members of the Minnie Mouse division elected Eunice Schneeberger, 13, Kenosha, their Chief Minnie Mouse. Appleton was selected for the next state convention.

Among those to welcome the delegates both at the theatre and the banquet were Dr. J. P. Koehler, city health commissioner; Mrs. W. D. Isham, president of the Milwaukee council of the Parent and Teachers' Association; Mrs. Dorothy Enderis, superintendent of the recreation department of the Milwaukee public schools; Sam McKillop, director of the Milwaukee Public Library; W. H. Peters, personal representative of Walt Disney and Eddie Vaugh of New York, who has organized Mickey Mouse clubs in all parts of the country.

A special Mickey Mouse section was featured in the Friday evening edition of the *Wisconsin News* and in the Saturday morning edition of the *Milwaukee Sentinel*. A $100 contest was conducted in co-operation with the two newspapers in connection with this special section. The object of the contest was to color the pictures appearing in these sections.

The first prize was $50 in cash, second, $25, third, $10, fourth, fifth and sixth, $5 each. In addition 3,000 free tickets to a Mickey Mouse show in the contestant's neighborhood theatre, were awarded the winners.

The convention was good for publicity in all state newspapers and received plenty of ink in the Milwaukee papers as well. Each of the various clubs are sponsored by merchants who took care of the convention expenses. In Milwaukee there are 10 Mickey Mouse clubs sponsored by nine merchants and having a membership of over 20,000.

SURE-FIRE EXPLOITATION MATERIAL

MICKEY MOUSE TOYS

An Extensive Line of Items which Appeal to All MICKEY MOUSE Motion Picture Fans

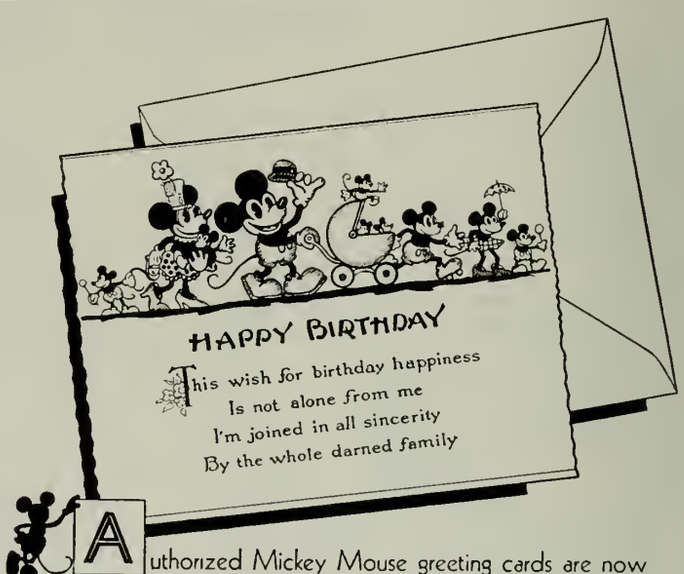


See Your Local Toy or Department Store for Exploitation Tie-Up Ideas

Velvet Doll
Wood Jointed Figure
Rubber Sport Ball
Paper Quoit Game
Metal Drum
Circus Pull Toy
Mechanical Drummer
Metal Sparkler
Metal Cricket
Celluloid Ringnose Puzzle

Write for Catalogue

Sole Licensee and Distributor
TOYS AND DOLLS
GEO. BORGFELDT & CO.
44-60 EAST 23rd STREET NEW YORK CITY



Authorized Mickey Mouse greeting cards are now on sale in leading stores and greeting card shops in cities from coast to coast. The "Birthday" card illustrated above is but one of the many clever numbers available.

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We will be glad to cooperate with you. Address inquiries care of The Mail Sales Department.



HALLMARK BROTHERS INCORPORATED
KANSAS CITY NEW YORK

The Personalities Behind the Laughs

(*Continued from page 9*)

fornia soil. Am being carefully cultivated in the Walt Disney nursery. Started career as cartoonist by playing on the Mickey Mouse baseball team. This naturally lead to animation.

RODOLPH ZAMORA: "I was born in Mexico City. My dreams were to become a respectable dope fiend, but I could not accomplish this so I lost all self respect and became a cartoonist. I lived at the expense of Pat Sullivan and now Walt Disney carries the burden."

DAVID HAND: "I was born in the shadow of my father's brick-yard at Plainfield, N. J. Visited Plainfield High School. Tried lumber-jacking in the North Woods. No soap! Studied cartooning under Orr and DeBeck at the Chicago Academy of Fine Arts in 1917-18, and while there located my future wife. Started animating Andy Gump in Chicago 1919. Fascinated by easy work and big money decided to stick. With Bray Studios, Out-of-the Inkwell, Eastman Educational Films, and now Walt Disney's Mickey Mouse and Silly Symphonies."

TED SEARS: "Born: Pratt Falls, New York, in 1900.
"Educated in pool rooms.
"Youngest graduate of Elmira Reform School, '09.
"Married Eva Tanguay in 1913.
"Two children, Lew Cody and George Bernard Shaw.
"Favorite sport: Murder.
"Batting average: 237."

BEN SHARPSTEEN: "Born in Tacoma, Wash. Graduated from agricultural college but gave up agrarian pursuits to help out Uncle Sam's Marines during the war. Marine life made me so lazy I could't bear the thought of hard work again so I became an animator, joining the old International Film Company in New York. Work as an animator on old Mutt and Jeff cartoons and on Fleischer's "Out-of-the-Inkwell." Twice deserted the ranks of animation for newspaper and commercial art. Guess I am too old to make another change so will stick to animating as long as it sticks to me."

W. NORMAN FERGUSON: "I was born on the East Side of New York in 1902. Played games in and out family entrances of saloon on Second Avenue until chased by bartender. Sold newspapers on Fifth Avenue at the age of ten. Had ambition to become fireman but moved across the bridge to the wide open spaces of Brooklyn and decided to be a cowboy instead. Was transferred from public school to high school in Brooklyn by mistake and much to every one's surprise became a stenographer. But consistent misspelling forced me to draw pictures for a living. And then came Mickey Mouse, with whom I have been associated in California for the past two years."

EMIL FLOHRI: "Chief cartoonist for *Judge* for many years. Art Director for *Once a Week* (now *Collier's Weekly*). Installed color system for the *New York Sunday World*. Studied portrait painting in Munich, also landscape. Painted portraits of four different Presidents of the United States and various movie stars here and well known brokers and society people of New York. I can paint equally as well with my toes as my fingers. My greatest ambition has always been to paint the princess of an African king, but I have never had enough cash to get to Africa."

LESLIE CLARK: "Born only in 1907 due to the bashfulness of my fond pater. Received early education at the corner saloon in Bingham, Utah. Entered the department of the Peoria City Street Service in 1919, which later afforded opportunities for many follow-ups, including a position of beach combing on the sands of Venice. Began my art career designing labels for tomato cans which enabled me to later break into other branches of artistic endeavors such as decorating tire covers. At present I am with animated cartoons."

JACK KING: "I was born in Birmingham, Ala., where Al Jolson first heard the name of 'Mammy.' I became restless at the age of four and decided to become a millionaire. In 1914 I worked with Barre, who was starting work in the animating field. Along came 1917 and the U. S. joined the Allies. Years after the Armstice I was driving a truck which ran into a Ford. The man driving the latter turned out to be one of the world's greatest humorists. His name was Walt Disney. Of course Walt's ambition was to get even with me for running into him, so when he formed his Mickey Mouse organization he sent for me. I'm putting one over on Walt though and am enjoying it."

THOMAS PALMER: "I was born in New York under the signs of prohibition and Tammany Hall. The urge to draw substituting the proverbial spoon in the infant's mouth, I decided to be a bleck shipp. After studying life drawings at the Academy and various other social clubs, got tired of looking at contours and drifted into commercial business. The lure of the flickering funnies was irresistible so I entered the animation business with Mutt and Jeff. Then worked with Oswald the Rabbit, until Mickey asked me over to his studio."

"BUY RIGHT—BUT BUY NOW"

National Tie-Ups Boost for Mickey

Mickey Mouse features the accessories marketed by several dozen manufacturers. Among the more important dealers handling tie-up material are these:

School tablets — American Lithographic Co., 52 E. 19th St., N. Y. C.

Mickey Mouse Book—Bibo-Lang, Inc., 1595 Broadway, N. Y. C.

Toys, dolls, and games—Geo. Borgfeldt Co., 46 E. 23rd St., N. Y. C.

Pencils and pencil boxes—Joseph Dixon Crucible Co., Jersey City, N. J.

Pants, caps and emblems—Fisch & Company, 2816 S. San Pedro St., Los Angeles.

Baby blankets—I. Ginzkey-Maffersdorf, Inc., 295 5th Ave., N. Y. C.

Greeting cards — Hall Brothers, Grand & Walnut Aves. at 26th St., Kansas City, Mo.

Children's silverware—International Silver Co., Factory E, Meriden, Conn.

Novelties — Richard G. Krueger, Inc., 395 4th Ave., N. Y. C.

Mickey Mouse Book—David McKay Company, Washington Square, Philadelphia.

Badges and buckles — Philadelphia Badge Company, Philadelphia.

Children's stationery—Powers Paper Company, Springfield, Mass.

Paint books — Saalfield Publishing Co., Akron, Ohio.

Cigarette snappers—Foster D. Snell Sales Corp., 307 5th Ave., N. Y. C.

Children's knitted wear — Olympia Knitting Mills, Inc., Olympia, Wash.

Printers of Mickey Mouse material —Savoy-Reeland Printing Co., 630 9th Ave., N. Y. C.

Trailers—Ad-Vance Trailer Corp., 126-30 W. 46th St., N. Y. C.

Mickey Mouse Comic Strips—King Features Syndicate, Inc., 235 E. 45th St., N. Y. C.

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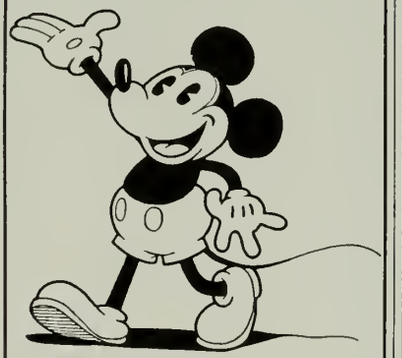
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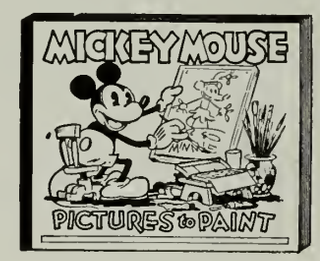
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Looking 'Em Over

"Million Dollar Swindle"

(Radio)

HOLLYWOOD—Walter J. Rubens' initial directorial effort for Radio seemed to thoroughly satisfy an audience at its preview here. It stars Richard Dix and is fast-moving mystery melodrama carrying plenty of suspense. Dix appears in a role which should please his followers and also those who are fed up on gangster stuff, but who like action, thrills and mystery. Ruben shows appreciation of screen treatment and had the advantage of a story which maintains interest from start to finish.

LEO MEEHAN

"Five Star Final"

(First National)

HOLLYWOOD—"Five Star Final" hits a high point in pictures. Here's the "down to earth" story we're always talking about, deeply human, realistic, sweeping and stirring. Here is expert direction of an expert script and acting so genuine by a wonderfully-balanced cast that practically every name stands out, especially Edward G. Robinson, Marian Marsh, Frances Starr, H. B. Warner and Anthony Bushell.

The dialogue is sparingly, but skillfully, used and at times sweeps the audience to new heights of emotion. This picture will figure heavily in box-office headlines. More important still, it reveals the inherent power of talking pictures evolved as this is out of studio sincerity, intelligence and coordination. It is an impressive drama exposing yellow journalism and has plenty of comedy. Mervyn LeRoy's direction is fine and the adaptation by Byron Morgan and Robert Lord very good.

W. A. JOHNSTON

"The Skin Game"

(British International Pictures)

A long-winded drama of the landed gentry in England and the conflict between the Hillcrists to preserve the ancestral dignity of their country home and the encroachments of industrial enterprise, as individualized in the head of the Hornblower family.

Despite John Galsworthy's authorship, it is difficult to imagine that a gentlewoman, such as is portrayed by Mrs. Hillcrist, would resort to blackmail to keep the view from her windows from being sullied by factory chimneys. Yet this is what she does by hitting back at Hornblower through the questionable past of his daughter-in-law. A bit far-fetched for us to assimilate, particularly when the daughter-in-law eventually attempts suicide by throwing herself into a pond on the Hillcrist grounds.

The acting is, in the main, good, although none of the names in this all-English cast will mean a thing to audiences here. The dialogue is extremely British with a sideplay of British provincial accents thrown in and is pretty difficult for an American ear trained to Americanese to decipher.

May have moderate success in this market. Certainly, "The Skin Game" won't cause much of a ripple.

KANN

"Black Sea Mutiny"

(Amkino)

This is billed as the story of the Red revolution in Odessa in 1918 and shows how, by propaganda, the revolutionists won over the men of the French fleet in the harbor and overturned the czarists. The picture follows the general Soviet formula, praising the present regime in Russia, assailing former officials and adding a slur to religion. In a small New York theatre the audience wildly applauded every piece of action and every subtitle favoring the Soviets. The film contains no comedy relief. Running time, 53 minutes.

"Ex-Bad Boy"

(Universal)

HOLLYWOOD—An adaptation of "The Whole Town's Talking," stage play, "Ex-Bad Boy," kept a preview audience at the Belmont laughing.

The dialogue does not attempt to be smart or sophisticated, but, judging from the reaction of the audience, it clicked. Bob Armstrong heads the cast in a story that deals with his adventures in love with Jean Arthur, the feminine foil. But Jean wants a man with a past, and Bob, therefore proceeds to build one—with complications. Running time (preview) 72 minutes.

"The Common Law"

(RKO-Pathe)

HOLLYWOOD — Constance Bennett stars in this sophisticated drama which an audience here found delightful screen fare, with sparkling and clever dialogue, but above the heads of children. Both Miss Bennett, playing the role of an artist's model, and Joel McCrea give splendid performances, it appeared to be the consensus of opinion at a Hollywood preview. Credit for good work is also due Lew Cody, who plays a drunk; Marion Shilling, Hedda Hopper, Robert Williams and Paul Ellis.

"Hell to Pay"

(Fox)

HOLLYWOOD—A preview audience gave an enthusiastic reception to this Western, thanks to its modern treatment, its many laughs and the acting of George O'Brien, Sally Eilers, Humphrey Bogart, Stanley Fields, James Kirkwood, Rita LaRoy and Richard Tucker. Director Irving Cummings also came in for his share of the acclaim. There is a lot of outdoor action in it, romance being injected when O'Brien, while seeking the murderers of his father, crashes his airplane into the bathroom of Miss Eilers while the latter is taking a bath.

"Women Love Once"

(Paramount)

HOLLYWOOD—This one got a decidedly lukewarm reception from a preview audience which apparently was of the opinion that it contained too much dialogue and extraneous action. While Paul Lukas and Eleanor Boardman gave their usual capable performances, it was generally conceded that Marilyn Knowlden, child actress, "stole the show," able at times to evoke tears or arouse laughter. The climax dragged to such an extent that many in the audience left when the tale became too obvious. In the cast are Juliette Compton, Geoffrey Kerr, Judith Wood, Claude King, Paul Nicholson, Herman Bing, Mischa Auer and Florence Enright. Edward Goodman's direction received favorable comment.

"East of Borneo"

(Universal)

SAN BERNARDINO, Cal.—An adventure picture and, based on audience reaction at a preview here, one of real entertainment values.

The story deals with Rose Hobart's search for Husband Charles Bickford in the wilds of Borneo. It appears she had at one time deserted him, fearing poverty, to discover later that love outdistanced fear. Bickford, now physician for a native prince, ignores his wife, but when the prince goes for her, remembers he is, after all, her husband. Together they ride through their jam to the clinch.

Miss Hobart and Bickford rated an ovation from the audience for their work.

"Lover Come Back"

(Columbia)

Domestic melodrama in which the eternal triangle is brought to light again. Jack Mulhall, in love with Constance Cummings, a co-worker, gives her up when the charming Mary Brian comes along. But Mary becomes too flirtatious to suit her husband, especially after she had been having an affair with her hubby's boss. The affair ends with a trip to Reno planned by Mulhall and Miss Cummings swearing off playing mistress to her former boss. The rest is left to one's imagination.

A Broadway audience was unenthused over this one.

"Sleeping Partners"

(Elstree)

HOLLYWOOD—This British production was previewed in Glendale and managed to evoke a fair number of laughs, although some of the English bits of humor didn't get over. It concerns a bachelor who carries on an affair with a married woman. The climax comes when he and the woman take a sleeping potion instead of medicine and are found in the arms of Morpheus when the husband returns. Seymour Hicks, who produced, wrote and enacted the leading role, and Edna Best are excellent in their parts.

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EASTMAN *SUPER-SENSITIVE*
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"Shoulders," "Sinners" Big In Kansas City

KANSAS CITY—"Laughing Sinners" laughed its way to a fine gross of $17,300 at the Midland, whose average intake is $14,500, thereby topping that figure by $2,800. "White Shoulders" went $2,000 above average at the Mainstreet with $17,000. With the exception of the Orpheum, which closes this week, all the first runs hit average or over.

Estimated takings for the week ending June 13:

"WHITE SHOULDERS" (Radio)
MAINSTREET—(3,067), 35c-60c, 7 days. **Gross:** $17,000. (Average, $15,000.)

"LAUGHING SINNERS" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $17,300. (Average, $14,500.)

"THE MALTESE FALCON" (Warners)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** $12,500. (Average, $12,500.)

"TOO YOUNG TO MARRY" (F. N.)
ORPHEUM—(1,550), 20c-40c, 3 days. **Gross:** $1,500. (Average, $2,000.)

"HELL BOUND" (Tiff.)
ORPHEUM—(1,550), 20c-40c, 4 days. **Gross:** $2,500. (Average, $3,000.)

"KICK IN" (Para.)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $5,000. (Average, $4,500.)

"NOT EXACTLY GENTLEMEN" (Fox)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,000. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

"Lawyer" Big With $15,000 In Milwaukee

MILWAUKEE—Only fair business was reported during the week by the majority of the first-runs. The Mickey Mouse convention here June 6 helped to bolster business at Fox's Wisconsin over the week-end, while RKO's Riverside also enjoyed a fairly good week. Brin's Majestic went dark for the summer with the termination of a second week on "Dirigible."

Estimated takings for the week ending June 12:

"STEPPING OUT" (M-G-M)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days. **Gross:** $5,000. (Average, $8,000.)

"TEN NIGHTS IN A BARROOM" (Goetz)
DAVIDSON—(1,437), 25c-35c-50c, 8 days. **Gross:** $6,000.

"FATHER'S SON" (Warners)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $9,500. (Average, $10,000.)

"DIRIGIBLE" (Col.)
MAJESTIC—(1,990), 50c-75c-$1.00-$1.50, 6 days. **Gross:** $4,500. (Average, $7,800.)

"EVERYTHING'S ROSIE" (Radio)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $7,500. (Average, $9,800.)

"THE ROYAL BED" (Radio)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. **Gross:** $14,000. (Average, $13,000.)

"TRADER HORN" (M-G-M)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $6,500.)

"THE PUBLIC ENEMY" (Warners)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $13,000. (Average not available.)

"THE LAWYER'S SECRET" (Para.)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. **Gross:** $15,500. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

Closing at Newark

NEWARK—Paramount will close the Newark tomorrow. With reopening after alterations are completed, Publix plans to change the name to Paramount. Adam Adams, partner with Publix in the house, will supervise alterations.

Humidity and Racing Slam Ottawa B.O.'s

OTTAWA—Horse racing, humidity and heat combined to put a nick in the box-offices, but the race track is again closed and there is little left but the other two "haitches." The Centre almost led off for the week with "Reaching for the Moon," totalling an even five grand largely through Mike Wilkes' tie-up with local grocers on a ticket stunt. It had most of the women in town putting in a Kellogg order to earn a ticket and the gossip was such that all the rest of the neighborhood went to the show anyway.

The run of "Trader Horn" at the Regent, after playing the Imperial as a road-show recently, also reached a good total, doing $5,100 or $300 below average. "Up Pops the Devil" was close to average at Keith's for three days with $3,500, while "Six Cylinder Love" was $3,200 for the last half. "Suspense," a British production, practically trailed the procession with $2,500 for six days at the Imperial, as compared with average of $3,000. Business on "The Millionaire" at the Avalon was steady at $1,300 for three days, the weather being the only thing against it.

Estimated takings for the week ending June 12:

"THE MILLIONAIRE" (Warners)
AVALON—(900), 15c-25c-35c, 3 days. **Gross:** $1,300. (Average, $1,300.)

"THE CRIMINAL CODE" (Col.)
AVALON—(900), 15c-25c-35c, 3 days. **Gross:** $1,150. (Average, $1,300.)

"REACHING FOR THE MOON" (U. A.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $5,000. (Average, $4,600.)

"SUSPENSE" (British)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,500. (Average, $3,000.)

"UP POPS THE DEVIL" (Para.)
B. F. KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. "Spell of the Circus" (Univ. Serial Sat. Mat. only). **Gross:** $3,500. (Average, $3,700.)

"SIX CYLINDER LOVE" (Fox)
B. F. KEITH'S—(2,502), 10c-25c-35c-50c-60c, 3 days. **Gross:** $3,200. (Average, $3,700.)

"TRADER HORN" (M-G-M)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,100. (Average, $5,400.) Previous local run as roadshow.

"BUY RIGHT—BUT BUY NOW"

RKO Acquires Three In N. Y., Is Report

RKO is understood to have taken over two new houses and a third is being built, all in Greater New York. Nick Plaey's theatre at Bronxville, and the new house he is building at Scarsdale are to be taken over by RKO along with the Castle at Long Beach, closed all winter.

Move for acquisition of additional theatres was started recently when RKO took over the Park Lane, which now is playing double features and ten cent matinees.

"BUY RIGHT—BUT BUY NOW"

Headline Maps Second

Mortimer D. Sikawitt, president of Headline Pictures Corp., is in Hollywood conferring with Charles Hutchison on the casting and production of the second of a series of society melodramas which are being produced by Headline for the independent market. The first Headline production, "Women Men Marry," recently released, has been booked in RKO and other first run houses throughout the country.

"Gigolo" Is High in D. M. With $7,000

DES MOINES—"Just a Gigolo" was the talk of the town when it garnered $7,000 in four days at the Paramount, which is $2,000 better than average for that period. "Five and Ten" at the Strand also made the box-office happy, clicking $2,450 in four days against a weekly normal of $2,400.

Estimated takings for the week ending June 13:

"WOMEN OF ALL NATIONS" (Fox)
DES MOINES—$(1,500), 25c-35c-60c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"YOUNG DONOVAN'S KID" (Radio)
ORPHEUM—(2,000), 25c-35c-40c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"THE LADY WHO DARED" (F. N.)
PARAMOUNT—(1,700), 25c-35c-60c, 3 days. 4 acts of vaude. **Gross:** $6,000. (Average, $7,000.)

"JUST A GIGOLO" (M-G-M)
PARAMOUNT—(1,700), 25c-35c-60c, 4 days. 4 acts of vaude. **Gross:** $7,000. (Average, $5,000.)

"FIVE AND TEN" (M-G-M)
STRAND—(1,100), 20c-30c, 4 days. **Gross:** $2,450. (Average for week, $2,400.)

"BUY RIGHT—BUT BUY NOW"

Australian Houses Cut Salaries 10%

SYDNEY—Wages of theatre employees and musicians, covered by Federal awards, have been reduced 10 per cent by the Federal Arbitration Court, bringing sound operators' pay down to $30 for a 38-hour working week.

While the cut was expected, employees have already started a campaign to bring about a reversion to the former schedule. Failing that, they will agitate for a lower admission scale, believing that such a reduction will attract greater patronage, and that more jobs will be created as a direct consequence. According to statistics presented to the court, 80 per cent of amusement employees here are working for from $2 to $8 a week, or for just what they consider pocket money in the good times.

"BUY RIGHT—BUT BUY NOW"

Stage Shows Not Missed in Texas

SAN ANTONIO—RKO and Publix officials are gratified at the response of patrons since the withdrawal of stage shows. In the few weeks' tryout thus far grosses have been as high as before stage shows were withdrawn.

Managers of RKO houses are certain their houses will return to vaudeville in the fall. They base their belief on information from central headquarters.

If RKO returns to vaudeville in the fall it is practically certain Publix will meet the competition with a return to stage presentations.

"BUY RIGHT—BUT BUY NOW"

Launch Stage Shows In Expansion Race

OMAHA—Popular Amusement Co., in its expansion race with the Nebraska Theatres Corp., has instituted a stage show policy at the Military, ace house of the string. The former chain now has 10 houses; the latter, 11.

"Seed" High In Dull Week In Montreal

MONTREAL—It was an off week among first line theatres with one exception, the Palace, where Universal's "Seed" registered slightly better than average with $14,500, thanks to the picture's draw for women. Rain helped the theatres a bit one day but, otherwise, the weather was too nice for indoor entertainment, judging by the go-by attitude of the crowd.

Universal also scored nicely at Loew's where "The Iron Man" along with five vaudeville acts drew $12,000, as against the average mark of $13,000. Montreal is largely French-Canadian but this did not help very much in the patronage at the Princess Theatre for "Fifty Million Frenchmen" which drew $10,000 for the seven days, average being $13,000. The combination of "Born to Love" and "Laugh and Get Rich" at the Capitol was worth $11,000, or $1,500 under average. "Dishonored" at the Strand scraped out the week with $3,400, which does not look so well against the average of $4,000.

Estimated takings for the week ending June 12:

"BORN TO LOVE" (Pathe) and "LAUGH AND GET RICH" (Radio)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $11,000. (Average, $12,500.)

"SINNERS' HOLIDAY" (Warners) and "THE FLOOD" (Col.)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $4,000. (Average, $5,100.)

"THE IRON MAN" (Univ.)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $12,000. (Average, $13,000.)

"SEED" (Univ.)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $14,500. (Average, $14,000.)

"FIFTY MILLION FRENCHMEN" (Warners)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $10,000. (Average, $13,000.)

"DISHONORED" (Para.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,400. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Billiard, Handball Play on at M. P. Club

They're playing billiards and handball with a vengeance at the Motion Picture Club these days. Thirty-six members have enrolled for the former, while 32 more are trying out their prowess on the club's four-walled course.

In the billiard tournament there are three divisions and winners of each will receive a miniature billiard table. To date the returns are these:

Class A—M. Mueller has defeated Eddie Hyman. Score 125 to 99.

Lou Baum has beaten Louis Cohen with a score of 125 to 68.

Class B—Lee Ochs winner over Tom Wiley. Score 100 to 72.

Class C—Al Aaronson winner over Herbert Ebenstein. Score 75 to 31.

Phil Meyer winner over Leo Klebanow. Score 75 to 53.

Herman Haskell has forfeited his game to Joe Hornstein in the latter division. Semi-finals are to be held next week and finals at an undetermined date. New teams include Bruce Gallup vs. Arthur Stebbins and Lou Metzger vs. Jack Alicoate.

The handball tournament is not quite so far advanced. In a Class B match M. Shapiro has licked E. R. Straus two games out of three.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 19 NEW YORK, MONDAY, JUNE 22, 1931 TEN CENTS

Ten Thousand Independents Open—Myers

Number Holds Balance of Power, He Declares

Ten thousand of the 15,000 theatres now open are being operated by independent theatre owners, according to Abram F. Myers, president of Allied States Association. Many of the closed houses will reopen in the fall, having been forced to darken for the summer because of poor business, he says. The circuits have more houses closed this year than ever before, the Allied president states, as a result of poor product and depression.

The independent theatre owners, says Myers, control the balance of

(*Continued on page 2*)

—"BUY RIGHT—BUT BUY NOW"—

Prudential Circuit Expansion in N. J.

With 100 houses set as the goal by the first of next year, new acquisitions to Prudential theatres will be mostly in New Jersey. Houses in closed territories will comprise most of the purchases. It is understood a deal is under way with Charles Hildinger for a number of theatres, with consummation expected shortly. No circuits will be involved in the remaining deals, it is said.

—"BUY RIGHT—BUT BUY NOW"—

Gangster Films Out at Fox; Sheehan to L. A.

Gangster pictures are out, in so far as Fox is concerned. Winfield Sheehan made this statement prior to his departure for Hollywood Saturday to assume reins of production again on the Fox lot.

The Lowdown

What are the nation's first runs doing by way of business and what pictures are—or are not—doing it? Box-office reports from 17 key cities, published on pages 4, 5 and 6 this morning, will supply part of the answer. Cities covered include:

Albany, Boston, Buffalo, Denver, Los Angeles, Milwaukee, Minneapolis, Montreal, Omaha, Ottawa, Philadelphia, Portland, Providence, San Francisco, St. Paul and Toronto.

Ding Dong

NIPTON, Calif—If wedding bells ever ring for Clara Bow, Rex Bell will ring them, the ex-redhead admitted in an interview here. Her present plans call for writing her memoirs since the age of three.

Jersey Stirred By Clearance For Circuits

Although it didn't come up for discussion at their Atlantic City meeting, New Jersey exhibitors are pretty much perturbed by new protection and overlapping demands made by the circuits on new product deals. With the first-runs insisting on 14 days over the second runs, second-runs are requesting the same protection clauses as the first-run theatres. The subsequent runs, they claim, are in a hole, and it is a pretty bad situation.

The situation in New Jersey is the same that exists in the New York territory, as exclusively published by Motion Picture Daily. Exhibitors

(*Continued on page 6*)

N. J. Exhibs Fight Demands of Union

Newark—Exhibitors of Bayonne, Jersey City, West New York, Union City and Hoboken are up in arms against Operators' Local 384, which has refused to cut salaries, the number of men in the booth and, in one case, has demanded an increase in wages. With offers now being made to exhibitors by a newly organized union for one man in a booth, theatre owners are going to ask for a showdown. If they can get no satisfaction, they say they will pull away from 384

(*Continued on page 6*)

—"BUY RIGHT—BUT BUY NOW"—

Sanders' Allied Move Individual Gesture

Although Rudy Sanders, president of the Brooklyn Theatre Owners Ass'n., has made individual application to join Allied States, this is not to be construed as meaning that his organization would join the national body. Sanders Saturday told Motion Picture Daily that any of the Brooklyn exhibitors would have to apply for admission into the national unit themselves if they wanted to join.

Decision to join Allied came after

(*Continued on page 6*)

INDIES PROFIT BY 'BUY NOW' DRIVE

No Monopoly In Industry Is Shirley View

Schenectady—William Shirley, president and general manager of Farash Theatres here and at Troy, who recently attracted attention when he refused proffered offer of operators and stagehands for a summer wage cut, says that all talk of monopoly in the picture business is the bunk.

"The opinion of some people that the big trusts control the picture market is not founded on fact," he declares. "It has been my experience that the leading producers are fair and always stand by the independent houses. This is especially true in the case of the Farash theatres through my being intimately acquainted with the heads of many of the best producing companies."

—"BUY RIGHT—BUT BUY NOW"—

Paramount 3-Month Profit Is $3,515,652

Paramount Publix Corporation in its consolidated statement, which includes earnings of subsidiary companies, reports combined net profits of $3,515,652.22 for the three months to March 28, 1931, after deducting all charges and reserves for Federal income and other taxes. The above earnings amount to $1.12 per share for the three months on the common stock outstanding.

Rogers, Out of Para.; To Lead Orchestra?

Buddy Rogers is out of Paramount, it is understood, and on October 15 will start work under a contract with National Broadcasting Co., appearing as orchestra leader at the New Yorker Hotel.

NBC now is said to be negotiating for Jack Oakie, presumably on a part-time basis for doubling between the studio and as an orchestra leader.

—"BUY RIGHT—BUT BUY NOW"—

Smith Reported Out; Not at All, Says He

Reports are current that Courtland Smith will shortly step out of Trans Lux and Pathe News.

"It is perfectly silly," said Smith on Saturday. "I am with Pathe from beginning to end."

Product Shortage Spurs New Activity by Old Timers

Independent producers and distributors are the first beneficiaries of the "Buy Right—Buy Now" movement now gaining impetus throughout the industry, a check-up shows. Continuation of the movement promises a rebirth of independent production during the new season and a new lease on life for independent exchanges, prominent independent leaders declare.

The current shortage of pictures is providing a bonanza for independents, it is asserted, with some of them enjoying a demand said to be unparalleled in the last 10 years.

As a direct result of the current situation, a number of veteran independent producers are "digging down into the sock" in preparation for a return to production activity. Names which have figured in independent production of the past are coming back next year, according to present plans.

—"BUY RIGHT—BUT BUY NOW"—

Only 36 Theatres Closed in Canada

Toronto—If there are hard times in Canada, the official summary of wired theatres does not show anything like a depression. A table compiled recently for the use of the film companies generally shows that, out of a total of 689 talking picture theatres in the Dominion, only 36 houses have

(*Continued on page 6*)

—"BUY RIGHT—BUT BUY NOW"—

Pathe-Natan and Gaumont Combine

Paris—France's biggest picture merger is now a fact. Gaumont and Pathe-Natan, long competitors, have pooled their theatre holdings, 250 houses in all, in one company that represents capital investment of approximately $40,000,000.

"Just a Censor"

CLEVELAND—M-G-M has withdrawn "Just a Gigolo" from distribution in Ohio following objections of the censor board. The film was shown a week at the Allen, the only showing in the state.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 22, 1931 No. 19

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Stagehands Go for 5 Per Cent Reduction

MILWAUKEE—Within the next week or ten days a plan will be put into effect whereby Milwaukee stagehands will refund five per cent of their salaries to the theatres for ten weeks during the summer months, according to Fred S. Meyer, president of the M. P. T. O. of Wisconsin.

It is hoped to enlist the operators in a similar movement. The purpose is to allow stagehands to do their share to aid the theatres and help preserve their jobs. There are about 115 stage hands working in Milwaukee theatres.

—"BUY RIGHT—BUT BUY NOW"—

Jimmy Surrell Dies

CLEVELAND—Jimmy Surrell, manager of the Lucier theatre and one of the best known local exhibitors, died Tuesday of pneumonia. He was ill only three days. His wife and two children survive.

—"BUY RIGHT—BUT BUY NOW"—

Start Two in East

Edward Sloman arrived in New York Sunday to direct Nancy Carroll in "Wild Beauty" at the eastern Paramount studio. This week will also see the start there of "My Sin," co-starring Tallulah Bankhead and Fredric March, with George Abbott directing. On the completion of the two pictures the studio will be closed.

—"BUY RIGHT—BUT BUY NOW"—

Fitzmaurice's Son Dead

HOLLYWOOD—Michael, son of the Fitzmaurice twins, died here Saturday after a few hours' illness. The daughter, Patricia, is doing nicely.

—"BUY RIGHT—BUT BUY NOW"—

Warsaw Houses Reopen

WARSAW—All theatres here have reopened, the government having granted a 15 per cent reduction in tax. Houses were closed for three weeks in protest of the burdensome tax.

—"BUY RIGHT—BUT BUY NOW"—

Schenck, Kelly Abroad

LONDON—Joseph M. Schenck and Arthur W. Kelly of United Artists are expected from New York shortly.

Off the Record

FORTY-FIVE hundred smackers for a week's operation at the New York Rialto is simply no business at all. It also explains why there are no cheers for the theatre's current "revival" policy issuing forth from the Publix offices. The house "nut" is way, way over the gross intake.

●

As a indication of the way of theatre business these days, the Paramount and Capitol, right here in New York, are interesting. Both houses are competing pretty keenly with and for stage names. Even at that, business is extremely variable and generally under the figure reached, let's say, a year or more ago.

●

Demand for serials by exhibitors has reached a point where some distributors refusing to sell them are threatened with losing out in the sale of its features. Universal has a case on hand where a circuit buyer has demanded the four new serials to be released next season and if he can't get them all there will be no feature deal.

●

First he fought against "Ingagi." Now he's battling for it. That's the switch of circumstances in the case of Louis Nizer, attorney for Congo Pictures. Nizer, who also is general counsel of the New York Film Board, was retained by the Lady Mackenzie Film Corp. to sue Congo for alleged plagiarism. So well did he argue the case and bring out defects in the picture's authenticity that he won an injunction and a $150,000 judgment.

●

In the settlement, the Lady Mackenzie firm interests were taken into Congo in reorganization of that firm and Nizer's oratorical ability won him the assignment to do the new lecture for the picture. Now he's engaged in fighting the Federal Trade Commission's allegation of misleading advertising, emphasizing that parts originally objected to have been deleted.

●

With Leon Rosenblatt's name mentioned frequently as the prime factor behind the move—now dead—to pull the New Jersey unit away from the Allied, it was perhaps natural for Al Steffes to accuse him of the statement made by another member charging that Steffes had been on the payroll of Sentry Safety Control. When Steffes heard that he accused the wrong man, he apologized to Rosenblatt before all the members at the Atlantic City convention. Steffes is still trying to find out who made the crack.

●

Well, they're selling Universal down the river again. This time, an old yarn revived: that Bill Fox had turned over the check that makes the company his.

Every time you mention it to Bob Cochrane, he just laughs and laughs.

●

Those who profess to know insist that Carl Laemmle is paying Tom Mix $10,000 a week for that series of six westerns which, incidentally, will be marketed as specials. At that figure, they'd have to be.

Entire Market Rallies; E. K. Jumps 6¾

	High	Low	Close	Net Change	Sales
Consolidated Film Ind. pfd.	12½	12½	12½	— ½	100
Eastman Kodak	134¼	129½	134¼	+6¾	600
Fox Film "A"	20⅞	18⅜	20⅞	+1⅞	9,500
General Theatre Equip. new	4⅞	4⅜	4⅞	+ ⅝	3,400
Loew's Inc.	41⅞	39½	41⅞	+3⅛	13,400
M-G-M pfd.	24	24	24	— ⅛	100
Paramount Publix	24⅜	22⅜	24⅛	+1⅝	12,000
Pathe Exchange	1¼	1⅛	1¼	+ ⅛	200
Pathe Exchange "A"	4	4	4	+ ⅛	200
R K O	13⅞	13	13¾	+1¼	7,000
Warner Bros.	8⅜	7¼	8¼	+1	6,200

Curb Also Gains; G. T. E. Up 1⅜

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3	3	3	.....	100
General Theatre Equip. pfd.	11⅞	8¾	9¾	+1⅜	4,900
Technicolor	6	6	6	+ ½	100

Bond Issues Active; G. T. E. Gains 4

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	39	36	39	+4	14
Loew's 6s '41 ex wwar	97¼	97	97	.....	4
Paramount Broadway 5½s '51	101½	101	101	+ ½	3
Paramount Publix 5½s '50	80⅝	79⅞	79⅞	+ ⅜	14
Warner Bros. 6s '39 wd	44¼	43¾	44⅛	+2⅝	13

Ten Thousand Independents Open—Myers

(Continued from page 1)

buying power in the film business. He wants them to marshal this buying power in getting prices adjusted to their particular situations rather than to accept arbitrary allocations by New York offices.

Myers says the remedy for closed situations is better pictures and calls for application of silent film technique to talkers.

—"BUY RIGHT—BUT BUY NOW"—

"Capone" Operator Bill Put on Spot

SPRINGFIELD, Ill.—"Al Capone's bill," as it is described by Chicago newspapers, the two-operator measure, was killed in committee before the Senate adjourned Saturday. The state censorship bill never was reported out of committee.

—"BUY RIGHT—BUT BUY NOW"—

German Sound Merger?

LONDON—Berlin reports indicate Siemens Halske and the Telefunken electrical interests may combine, including Klangfilm in the merger. The move, it is believed here, will have an important bearing on sound film patents.

—"BUY RIGHT—BUT BUY NOW"—

Warner Broadcast Starts

Under the title, "The Newsreel of Hollywood," Warners radio broadcast tie-up gets under way tonight, sponsored by an oil company. Weekly broadcast of chats with screen personalities are planned with 36 main stations participating in the hook-up.

—"BUY RIGHT—BUT BUY NOW"—

Renews Rogell Contract

HOLLYWOOD—RKO Pathe has signed Al Rogell, independent producer-director, to a long-term contract. First under the new agreement will be direction of Eddie Quillan in "Eddie Cuts In."

—"BUY RIGHT—BUT BUY NOW"—

New Jacobson Aid

Allyn Butterfield has been appointed by Carl Laemmle as chief editorial aid to Sam B. Jacobson, editor of the Universal newspaper newsreel.

—"BUY RIGHT—BUT BUY NOW"—

Hix Seeking Material

John Hix, creator of "Strange As It Seems," for Universal, has started out on the first lap of a tour around the world. He will search for new material for the short subjects.

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M. Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
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Play it again . . .
and play it NOW
the world's greatest
money-getter

ALL QUIET on the WESTERN FRONT

Starring **LEW AYRES**
Directed by Lewis Milestone

Just Played RIALTO, N.Y.
for 5th Broadway Run

and this natural for Summer

KING OF JAZZ

finest picture of its kind ever produced and a sensation all over the world.

And these box office winners too

DRACULA

year's greatest holdover picture

LITTLE ACCIDENT
Douglas Fairbanks, Jr.
comedy hit

THE CAT CREEPS
money-getting mystery thriller

A LADY SURRENDERS
Rose Hobart Genevieve Tobin
dramatic hit

Presented by
Carl Laemmle

Produced by
Carl Laemmle, Jr.

Ride with **UNIVERSAL** and you ride with a winner!

"Long Legs" Steps Fast In Philly

PHILADELPHIA — Exhibitors had little cause for complaint this week, for grosses in general were good. "Daddy Long Legs" at the Fox took in $17,500 in three days, average for that period being $13,000, and led the town. The Fox pulled "Dude Ranch" in midweek, although the take was satisfactory, in order to give the Janet Gaynor picture another three days. "Smart Money" beat the Stanley average by $1,000, getting $19,000, and Universal's "Up for Murder" boosted the Earle's normal by $500.

Estimated takings for the week ending June 18:

"THE CONQUERING HORDE" (Para.)
ARCADIA—(600), 50c, 3 days. **Gross:** $1,300.

"TARNISHED LADY" (Para.)
ARCADIA—(600), 50c, 5 days. **Gross:** $2,200. (Average for 6 days, $3,000.)

"UP FOR MURDER" (Univ.)
EARLE—(2,000), 25c-65c, 6 days. Eight acts vaude. **Gross:** $18,500. (Average, $18,000.)

"DUDE RANCH" (Para.)
FOX—(3,000), 35c-50c-75c, 3 days. Fanchon and Marco stage show. **Gross:** $11,000.

"DADDY LONG LEGS" (Fox)
FOX—(3,000), 35c-50c-75c, 3 days. Stage show. **Gross:** $17,500. (Average for 6 days, $26,000.)

"LAUGHING SINNERS" (M-G-M)
KARLTON—(1,000), 40c-50c, 6 days, second run. **Gross:** $6,000. (Average, $5,000.)

"UP POPS THE DEVIL" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $14,500. (Average, $15,000.)

"YOUNG DONOVAN'S KID" (Radio)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $38,000. (Average, $40,000.)

"SMART MONEY" (F. N.)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $19,000. (Average, $18,000.)

"THE SECRET SIX" (M-G-M)
STANTON—(1,700), 25c-65c, 6 days, second run. **Gross:** $7,500. (Average, $11,000.)

—"BUY RIGHT—BUT BUY NOW"—

Mercury in Buffalo Sends Grosses Down

BUFFALO—Business dived generally here, hot weather getting most of the blame for the slump. "Born to Love" benefited by publicity accrueing from the futile attempt of the Lafayette to prevent the Buffalo from showing the picture, but it fell $3,000 below average. However, the house averages cannot be used as a gauge in torrid spells.

Estimated takings for the week ending June 19:

"BORN TO LOVE" (RKO-Pathe)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show. **Gross:** $22,000. (Average, $25,000.)

"VICE SQUAD" (Para.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $8,800. (Average, $12,000.)

"JUST A GIGOLO" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $17,400. (Average, $22,500.)

"UP POPS THE DEVIL" (Para.)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaudeville. **Gross:** $15,100. (Average, $20,000.)

"THE GOOD BAD GIRL" (Col.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $9,000. (Average, $12,000.)

"Sinners" and "Shipmates" High in L. A.

LOS ANGELES—The combination of anniversary week and "Shipmates" gave the Pantages its highest gross in months, the figure reaching $17,500, or $2,500 above average. Joan Crawford in "Laughing Sinners" made the normal grade of $27,000 at Loew's State, and "Seed" and "Indiscreet" brought in satisfactory takes. The Paramount hit the lowest spot in years with "Forbidden Adventure," which, despite a stage show, grossed only $11,000 against a normal of $25,000.

Estimated takings for the week ending June 17:

"CARNE DE CABARET" (Univ.)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $4,100. (Average, $5,000.)

"DADDY LONG LEGS" (Fox)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 3rd week. George Stoll and band. **Gross:** $7,000. (Average, $12,500.)

"TRADER HORN" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 7 days. **Gross:** $13,000. (Average, $10,000.)

"TRADER HORN" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c. **Gross:** $4,900. (Average, $8,000.)

"BORN TO LOVE" (RKO-Pathe)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,400. (Average, $6,500.)

"LAUGHING SINNERS" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "Vaud Bits" Idea. **Gross:** $27,000. (Average, $27,000.)

"THREE GIRLS LOST" (Fox)
LOS ANGELES—(2,100), 25c-65c, 7 days. **Gross:** $10,400. (Average, $16,000.)

"SEED" (Univ.)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $15,000. (Average, $16,000.)

"SHIPMATES" (M-G-M)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Circus Days" Idea. **Gross:** $17,500. (Average, $15,000.)

"FORBIDDEN ADVENTURE" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage revue. **Gross:** $11,000. (Average, $25,000.)

"UP FOR MURDER" (Univ.)
RKO—(2,700), 35c-65c, 7 days. Vaude. **Gross:** $15,000. (Average, $13,500.)

"INDISCREET" (U. A.)
UNITED ARTISTS — (2,100), 35c-65c. **Gross:** $15,000. (Average, $13,500.)

"GOLD DUST GERTIE" (Warner)
WARNER DOWNTOWN — (2,400), 6 days, 35c-50c. **Gross:** $11,400. (Average, $15,000.)

"GOLD DUST GERTIE" (Warner)
WARNER HOLLYWOOD — (3,000), 7 days, 35c-50c. **Gross:** $11,500. (Average, $14,000.)

—"BUY RIGHT—BUT BUY NOW"—

"Legs" Hikes Omaha House Gross $5,000

OMAHA—What long strides "Daddy Long Legs" has got! It walked away with a gross of $12,000 at the Paramount, thereby going $5,000 above the average figure. Which is nice business for this time of year. "My Past" was jerked at the World when it reached only $3,200 for four days and "Daybreak" was substituted. The latter wasn't so hot, either.

Estimated takings for the week ending June 19:

"WHITE SHOULDERS" (Radio)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Dave Apollon and three other RKO acts. **Gross:** $11,500. (Average, $12,500.)

"DADDY LONG LEGS" (Fox)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7

(*Continued on page* 5)

"Legs" Bright Ray in Denver; Gets $10,000

DENVER—"Daddy Long Legs" was the bright spot last week and is good for at least a second. The combination of this picture and Bobby Jones shorts was a real magnet for local fans and they flocked to the Aladdin for a gross of $10,000. Jones' shorts are being shown simultaneously at the Aladdin and Tabor. "Party Husbands" held eight days at the Paramount due to the switch of opening day from Thursday to Friday but the picture flopped. Other houses had no complaint.

Estimated takings for the week ending June 18:

"DONOVAN'S KID" (Radio)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco Idea, "The Dance"; Fred Schmitt and orchestra. **Gross:** $14,500. (Average, $15,000.)

"DADDY LONG LEGS" (Fox)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $10,000. (Average, $7,000.)

"YOUNG SINNERS" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,500. (Average, $10,000.)

"PARTY HUSBAND" (F. N.)
PARAMOUNT—(2,000), 25c-35c-50c, 8 days. **Gross:** $9,500. (Average, $11,000.)

"STEPPING OUT" (M-G-M)
RIALTO—(1,040), 25c-35c-50c. **Gross:** $4,250. (Average, $3,750.)

—"BUY RIGHT—BUT BUY NOW"—

"Long Legs" is Seattle's High With $15,000

SEATTLE — Fifteen thousand for "Daddy Long Legs" was Seattle's best bet last week. It was the best in many weeks for the Fox Fifth Avenue and so rated a holdover. "The Lawyer's Secret" was above the average of recent weeks and "Donovan's Kid" also hit above normal.

Estimated takings for the week ending June 19:

"DON'T BET ON WOMEN" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, $3,500.)

"FINN AND HATTIE" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,000. (Average, $2,000.)

"DADDY LONG LEGS" (Fox)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $15,000. (Average, $12,500.)

"THE LAWYER'S SECRET" (Para.)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. Fanchon Marco's "Great Raymond" Idea. **Gross:** $13,500. (Average, $13,500.)

"THE LOVE TRADER" (Tiff.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"INDISCREET" (U. A.)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days (2nd week.) **Gross:** $6,000. (Average, $7,500.)

"DONOVAN'S KID" (Radio)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. RKO vaudeville headed by Rae Samuels. **Gross:** $14,000. (Average, $13,500.)

—"BUY RIGHT—BUT BUY NOW"—

To Reopen W. B. Studio

Warners' eastern studio in Brooklyn will resume full operations on July 6 for the production of Vitaphone shorts, the company announces. Since the slowing down during the past four weeks many changes have been made, and the studio now has three sound stages.

"Long Legs" Is Phenomenal In Albany Run

ALBANY — Business which Alec Sayles, manager of Harmanus-Bleecker Hall, characterized as phenomenal, qualified by weather conditions that varied from heavy rains to mid-summer heat, brought the dollars rolling in during the week's run of "Daddy Long Legs." The picture was the biggest money getter of the week, running about ten per cent above normay, opening heavily, with matinees showing up extremely well and with the crowd standing each evening. Chris Buckley, owner of the theatre, screened the picture one Sunday night to an invited crowd of some 300 or more and word-by-mouth advertising did the trick. In addition he recommended it strongly in his ads. Other theatres around the city reported business as below normal or just fair.

Estimated takings for the week ending June 18:

"DADDY LONG LEGS" (Fox)
HARMANUS-BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $11,120. (Average, $10,000.)

"MEN CALL IT LOVE" (M-G-M)
LELAND—(1,350), 25c-35c, 4 days. **Gross:** $5,300. (Average, $6,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $3,900. (Average, $4,500.)

"DUDE RANCH" (Para.)
RKO—(1,500), 25c-60c, 3 days. **Gross:** $2,650. (Average three days, $3,000.)

"WHITE SHOULDERS" (Radio)
RKO—(1,500), 25c-60c, 3 days. **Gross:** $2,500. (Average three days, $3,000.)

"BIG BUSINESS GIRL" (F. N.)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $6,100. (Average, $8,500.)

—"BUY RIGHT—BUT BUY NOW"—

"Enemy" and "Gertie" Big In Providence

PROVIDENCE—The recent press-aired controversy over gangster films and the worth of the picture itself pushed "Public Enemy" into big dough, $14,000, at the Majestic theatre. For good measure a second feature, "Gold Dust Gertie," was added.

"Vice Squad" at the Paramount was another good bet for the week, catching around $9,500. Loew's State dropped down to $12,000 with "Just a Gigolo." "Transgression" at the RKO Albee pulled around $8,000 and the RKO Victory, showing "The Viking," did $4,500.

Estimated takings for the week ending June 18:

"JUST A GIGOLO" (M-G-M)
LOEW'S STATE—(3,800), 10c-50c, 7 days. **Gross:** $12,000. (Average, $18,000.)

"PUBLIC ENEMY" (Warners) and "GOLD DUST GERTIE" (F. N.)
MAJESTIC—(2,400), 10c-50c, 7 days. **Gross** $14,000. (Average, $10,000.)

"VICE SQUAD" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $9,500. (Average, $10,000.)

"TRANSGRESSION" (Radio)
RKO ALBEE—(2,300), 10c-50c, 7 days. **Gross:** $8,000. (Average, $9,000.)

"THE VIKING" (J. D. Williams)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $4,500. (Average, $6,500.)

"Long Legs" Is Held Over In Portland

PORTLAND—The annual Rose Festival and Mardi Gras brought the carnival crowds downtown and the theatres profited. "Laughing Sinners" went over the top at the Paramount to the tune of $3,800, its gross being $15,800. "Daddy Long Legs" shot the gross of the Broadway up to $8,200, average being $5,000, and was held over for a second week.

Estimated takings for the week ending June 17:

"DADDY LONG LEGS" (Fox)
FOX BROADWAY—(1,700), 25c-50c, 7 days. **Gross:** $8,200. (Average, $5,000.)

"KISMET" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $2,500. (Average, $4,000.)

"DUDE RANCH" (Para.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $2,100. (Average, $4,000.)

"SEVENGALI" (Warner)
HAMRICK'S MUSIC BOX—(1,800), 35c. **Gross:** $4,600. (Average, $4,000.)

"LAUGHING SINNERS" (M-G-M)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "Broken Dolls Idea." **Gross:** $15,800. (Average, $12,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $11,200. (Average, $8,000.)

—"BUY RIGHT—BUT BUY NOW"—

$25,000 High Goes to 'Front Page' in Mpls.

MINNEAPOLIS—In spite of record heat, "The Front Page" did a whale of a business at the Minnesota, grabbing off $25,000, which topped the house average by $5,000. "Everything's Rosie" got $16,000 at the RKO Orpheum.

Estimated takings for the week ending June 19:

"PARTY HUSBANDS" (F. N.)
ASTER—(812), 20c-35c, 7 days. **Gross:** $1,400. (Average, $1,500.)

"TARNISHED LADY" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,000. (Average, $2,500.)

"FRONT PAGE" (U. A.)
MINNESOTA—(4,000), 30c-75c, 7 days. Four acts vaudeville. **Gross:** $25,000. (Average, $20,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Four acts vaude. **Gross:** $16,000 (Average, $14,000.)

"PUBLIC ENEMY" (Warners)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000.)

—"BUY RIGHT—BUT BUY NOW"—

"Legs" Hikes Omaha House Gross $5,000

(Continued from page 4)

days. **Gross:** $12,000. (Average, $7,000.)

"NOT EXACTLY GENTLEMEN" (Fox)
STATE—(1,200), 25c 3 days. **Gross:** $1,200. (Average for week, $2,100.)

"THE MILLIONAIRE" (Warners)
STATE—(1,200), 25c, 4 days, second run. **Gross:** $1,000. (Average, $2,100.)

"MY PAST" (Warners)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $3,200. (Average for week, $5,500.)

"DAYBREAK" (M-G-M)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $3,000. (Average for week, $5,500.)

His Big Idea

TAMPA—One of the first bills to be introduced in the special session of the Florida legislature was a luxury tax, providing for a ten per cent. tax on admissions to theatres and other forms of amusement.

The bill was introduced by Senator Turner of Cedar Key, a little city that once had a picture show—just once. The senator says the bill is his own idea.

"Rosie" Cops $15,000 in Hot St. Paul

ST. PAUL—Going for comedy in the hot week, St. Paul gave "Everything's Rosie" at the Orpheum $15,000, which was top money although the Tower got the percentage rating with "Gold Dust Gertie" at $4,000, which was double the average.

Estimated takings for the week ending June 19:

"LAUGHING SINNERS" (M-G-M)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $7,500. (Average $7,500.)

"LADIES' MAN" (Para.)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $5,200. (Average, $7,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Burns and Allen heading four acts vaude. **Gross:** $15,000. (Average, $12,000.)

"GOLD DUST GERTIE" (Warners)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $4,000. (Average, $2,000.)

—"BUY RIGHT—BUT BUY NOW"—

Boston Likes 'Gigolo'; $500 Over Average

BOSTON—Despite a spell of midsummer heat, business generally was satisfactory in the city of beans last week. "Just a Gigolo" soared $500 above average at the Loew's State, the take being $20,500, and "It's a Wise Child" broke even at Loew's Orpheum with $20,000. Other first runs went under normal, but not decidedly so, and the fact doesn't mean much in view of the season.

Estimated takings for the week ending June 18:

"EVERYTHING'S ROSIE" (Radio)
KEITH'S BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $18,000.)

"WHITE SHOULDERS" (Radio)
KEITH'S—(2,800), 30c-65c, 7 days. **Gross:** $17,500. (Average, $18,000.)

"IT'S A WISE CHILD" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $20,000. (Average, $20,000.)

"JUST A GIGOLO" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $20,500. (Average, $20,000.)

"THE VICE SQUAD" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. Revue. **Gross:** $31,000. (Average, $32,000.)

"THE MALTESE FALCON" (Warners)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"WOMEN OF ALL NATIONS" (Fox)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"THE MALTESE FALCON" (Warners)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $11,500. (Average, $12,000.)

Grosses Sag In Montreal First Runs

MONTREAL—Not one first-run here hit average in gross receipts and the neighborhoods were even worse. Official mourning within the Roman Catholic Church for the death of Cardinal Rouleau helped to keep the crowds away from the amusements. There was some little excitement at Loew's Theatre with Clara Bow's final bow in "Kick In," where it was assisted by fair vaudeville to $10,500, as compared with the average of $13,000.

"Daybreak" at the Palace looked like "sundown" in the box-office, where the count was $11,000 against the average of $14,000. A hot double at the Capitol, "Young Sinners" and "Six Cylinder Love," drew a straight ten grand, the average being $12,500. They doubled "Dirigible" with "Misbehaving Ladies" at the Strand and the resultant take was a fair $3,600, the average being $4,000.

Estimated takings for the week ending June 19:

"YOUNG SINNERS" (Fox) and "SIX CYLINDER LOVE" (Fox)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"SINGLE SIN" (Tiff.) and "DAWN TRAIL" (Col.)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,000. (Average, $5,100.)

"KICK IN" (Para.)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Vaude. **Gross:** $10,500. (Average, $13,000.)

"DAYBREAK" (M-G-M)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $11,000. (Average, $14,000.)

"EASY MONEY"
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $9,000. (Average, $13,000.)

"DIRIGIBLE" (Col.) and "MISBEHAVING LADIES" (F. N.)
STRAND—(750), 15c-25c-40c-50c, 7 days **Gross:** $3,600. (Average, $4,000.)

—"BUY RIGHT—BUT BUY NOW"—

$50,000 Take Of 'Long Legs' In Frisco Run

SAN FRANCISCO — "Daddy Long Legs" walked all over everything here, grossing $50,000 at the Fox. This figure is $16,000 over average—which tells the story.

Business generally was good and showed an increase over last week. "Seed" boosted the $12,000 average of the Orpheum to $15,000, and "Five and Ten" also pulled up the Warfield's normal par figure by $3,000, getting $24,000.

Estimated takings for the week ending June 16:

"EVERYTHING'S ROSIE" (Radio)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Vaude. **Gross:** $14,000. (Average, $15,000.)

Week ending June 17:

"MR. LEMON OF ORANGE" (Fox)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band, stage show. **Gross:** $13,500. (Average, $13,000.)

"DADDY LONG LEGS" (Fox)
FOX—(4,600), 50c-65c-75c-$7, 7 days F & M stage show; Walt Roesner concert. **Gross:** $50,000. (Average, $34,000.)

"SEED" (Univ.)
ORPHEUM—(3,000), 25c-35c-50c, second week, 7 days. **Gross:** $15,000. (Average, $12,000.)

"CITY LIGHTS" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c,
(Continued on page 6)

'Five and Ten' Takes $14,500 In Milwaukee

MILWAUKEE—Summer apparently has hit its stride here, much to the distress of the box-office. As a result, the majority of first-runs had a quiet week.

Two pictures went above average, "Five and Ten" beating the average of $13,000 at the Wisconsin by $1,500, and "The Good Bad Girl" at the Riverside grossing $13,500, which is $500 above normal.

After one week of "Many a Slip," the Alhambra was dark June 19 for one week to allow for the completion of the installation of a new $50,000 refrigerating plant, new carpets, drapes and other improvements. The house will reopen with Universal's "Seed."

Estimated takings for the week ending June 19:

"MANY A SLIP" (Univ.)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days. **Gross:** 5,500. (Average, $8,000.)

"TABU" (Para.)
DAVIDSON—(1,437), 25c-35c-50c, 7 days. **Gross:** $6,000. (Average, not available.)

"MY PAST" (Warners)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"TRANSGRESSION" (Radio)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $9,800.)

"THE GOOD BAD GIRL" (Col.)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. **Gross:** $13,500. (Average, $13,000.)

"TRADER HORN" (M-G-M)
STRAND—(1,406), 25c-35c-60c, 7 days. **Gross:** $6,000. (Average $6,500.)

"BIG BUSINESS GIRL" (F. N.)
WARNER—(2,500), 25c-35c-60c-60c, 7 days. **Gross:** $12,500. (Average not available.)

"FIVE AND TEN" (M-G-M)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. **Gross:** $14,500. (Average, $13,000.)

—"BUY RIGHT—BUT BUY NOW"—

"Long Legs" Walks Second Toronto Week

TORONTO—One surprise package featured the past week, this being "Daddy Long Legs" at the Tivoli. It was held over for a second week despite warm weather and horse races after registering an average of $12,500.

Manager Jules Bernstein played up Robert Montgomery as the latest male star for the engagement of "Shipmates" at Loew's and the gross was $13,000, as compared with average of $15,000, the critics giving the picture mild approval. There was a very fair week at the Uptown with "Men Call It Love."

Estimated takings for the week ending June 19:

"ALWAYS GOODBYE" (Fox)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage unit. **Gross:** $13,000. (Average, $16,000.)

"SHIPMATES" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $13,000. (Average, $15,000.)

"THE PERFECT ALIBI" (Radio)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaude acts. **Gross:** $10,500. (Average, $13,000.)

"DADDY LONG LEGS" (Fox)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $12,500. (Average, $12,500.) Held over for second week.

"MEN CALL IT LOVE" (M-G-M)
UPTOWN—(3,000), 15c-25c-35c50c-60c, 6 days. **Gross:** $11,000. (Average, $12,000.)

'Devil to Pay' Only Payoff In Ottawa

OTTAWA—Only one featured scored better than average during a sultry week, this being "The Devil to Pay" at the Avalon for the first half with $1,400, the average being $1,300. That mixture of soft drinks, "Mr. Lemon of Orange," at the Imperial, also appeared to have the elements to slacken the hot-weather amusement thirst and registered $2,900, or just a century under par. Empty seats were conspicuous at the other houses practically throughout.

For the first time in weeks, the Centre dropped below average with $4,500 on "Woman Hungry," while the Regent, local key house of the Famous Players circuit, also dropped below the mark at $4,800 with "Daybreak," the average at the Regent being $5,400.

The people just did not go anywhere except for a ride in the car.

Estimated takings for the week ending June 19:

"THE DEVIL TO PAY" (U. A.)
AVALON — (990), 15c-25c-35c, 3 days. **Gross:** $1,400. (Average, $1,300.)

"DANCE, FOOLS, DANCE" (M-G-M)
AVALON—(990, 15c-25c-35c, 3 days. **Gross:** $1,100. (Average, $1,300.)

"WOMAN HUNGRY" (F. N.)
CENTRE — (1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $4,500. (Average, $4,600.)

"MR. LEMON OF ORANGE" (Fox)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,900. (Average, $3,000.)

"ALWAYS GOODBYE" (Fox)
B. F. KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. **Gross:** $3,200. (Average, $3,700.)

"STEPPING OUT" (M-G-M)
B. F. KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. **Gross:** $3,100. (Average, $3,700.)

"DAYBREAK" (M-G-M)
REGENT — (1,225), 15c-25c-35c-45c-60c-75c, 5 days. **Gross:** $4,800. (Average, $5,400.)

—"BUY RIGHT—BUT BUY NOW"—

Sanders' Allied Move Individual Gesture

(*Continued from page* 1)

the Brooklyn theatre owner heard Allied States' stand on the Allied newsreel and the body's accomplishments in the last year. W. A. Steffes, at the closing session of the two-day meet of the Jersey theatre owners at Atlantic City, stated it was not compulsory for members to take the Allied reel.

—"BUY RIGHT—BUT BUY NOW"—

Revival Nights

SAN FRANCISCO—The Warner here has adopted a policy of adding a return picture every Monday night.

Solved?

TOMS RIVER, N. J.—I. A. Hirschblond, who operates the local theatre, says he has solved the protests of the Women's Association in keeping off the screen gang pictures, said to be unfit for children to see. Hirschblond runs a trailer before each picture of that type to be shown and incorporates in all his advertising notices to the effect that the picture is not recommended for children.

It works, otherwise he would have to close his house, Hirschblond states.

Purely Personal

A. M. BOWLES, division manager here of the Fox West Coast theatres in Northern California, commuted by plane, for five days, every day of the past week, between Los Angeles and San Francisco, a distance of 550 miles. The arrangement was necessary during a series of daily conferences held between west coast Fox officials in Los Angeles. He was accompanied by Robert Bender of the company's northwest division.

JACK SULLIVAN, film editor of the *Providence News-Tribune*, is taking a three-months' lay-off to visit pals in Hollywood. Al Marcello has taken over the job of telling Little Rhody about the cinema.

HOMER MILES has sold his new play, "Mary Makes a Call" to Paramount. The story will be prepared early in the season for screen adaptation early in the new season.

IRVING CHIDNOFF, who photographed the members and then presented the gallery to the Motion Picture Club, is in Europe. He'll be gone two months.

MAYOR W. F. KUNZE and Chief of Police Harry Lindholm have been ordered to pay costs of the Minneapolis showing of "The Birth of a Nation."

KENNETH ROBINSON, who directed "The Last Parade" for Paramount and now is working on shorts, has become engaged to Audrey K. Dale, Broadway musical show actress.

GORDON S. WHITE, Educational publicity and advertising chief, left for Canada Saturday on his vacation.

HERB CRUIKSHANK and Mrs. C. (Regina Crewe of the *New York American*, you know) are back from a ten day vacation in Bermuda.

GRETA GARBO has been voted its favorite film actress by the senior class of Boston College. She won the honor there last year also.

HARRY D. GOLDBERG, Fox theatre divisional manager for Northern New Jersey, is due back from Bermuda this morning.

MAX FLEISCHMANN has been elevated from the first violin section of the Roxy to the post of assistant conductor.

DICK WATTS, picture critic of the *New York Herald-Tribune*, is back from a seven weeks' European vacation.

BENNIE BERGER, president of the Northwest exhibitor association, is in a local hospital undergoing treatment for ulcers.

ROY DISNEY, who is temporarily in charge of the Walt Disney office in New York, is spending a few days in Washington.

STANLEY BERGMAN, head of Universal's short production, is singing the praises of Sally Sweet, whom he terms a new find.

AUBREY VICKERS has been named manager of the A-Muse-U Theatre in Kosciusko, Miss.

ARTHUR C. BROMBERG has been doing a real job of closing situations on Big 4 westerns in the South.

MAURICE CHEVALIER has donated $1,500 to the Actors' Fund of America.

SAM SAX and Mrs. Sax, Harry Charnas and Mrs. C. wound up a Bermuda vacation the other day.

MAURICE BARON and Mischa Violin this week were given joint direction of the Roxy music department.

HARRY GOLD, assistant to Al Lichtman at U. A., left these shores for Bermuda Saturday.

JACK HARWOOD, Cleveland exhibitor leader, is in New York.

Resorts Vie for Vacation Patronage

CAPE COD, Mass.—With every little hamlet blossoming out with brand new pictures and spick and span equipment for the summer, there is little danger that the film fan will lose touch of things during his vacation. No place is so isolated on the Cape that it lacks its cinema palace, no matter how petite, and it is significant that big pictures play these demi-tasse houses weeks before they hit the cities, in many instances.

In the majority of theatres the sound equipment is of the best and managers have spent real dough in an effort to make the dyed-in-the-wool fans' stay in their midst enjoyable.

—"BUY RIGHT—BUT BUY NOW"—

M-G-M Signs Three

HOLLYWOOD—M-G-M has signed new contracts with George Kelly and Charles MacArthur, playwrights, and also with Jean Hersholt. Kelly and MacArthur are now at work at the Culver City studio, each being busy on an original screen story. Hersholt's last role was in John Gilbert's "Cheri-Bibi."

"U" Gets New Outlets In Indianapolis

INDIANAPOLIS—Universal's product will be shown in the Fourth Avenue Amusement Co. houses, the Apollo and Lyric, next season. Formerly the Skouras-Publix houses, the Indiana and Circle, used some of the Universal pictures.

This is the only change made so far this year here. Skouras-Publix houses will continue to show Paramount and First National and Loew's Palace will continue with M-G-M and United Artists.

The Fourth Avenue houses have exclusive rights to Fox and Warner products in addition to the Universal.

—"BUY RIGHT—BUT BUY NOW"—

Open Projection Room

Motorized Talking Picture Service, Inc., of 729 Seventh Avenue, has opened a new public projection room for both talking and silent pictures. R.C.A. photophone equipment has been installed. The room will be run under the general supervision of Hymie Silverman, who for 17 years conducted public projection rooms in the same building.

$50,000 Take Of 'Long Legs' In Frisco Run

(*Continued from page* 5)

third week, 7 days. **Gross:** $13,500. (No average set yet.)

"FIVE AND TEN" (M-G-M)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $24,000. (Average, $21,000.)

Week ending June 18:

"LAWYER'S SECRET" (Para.)
PARAMOUNT — (2,740), 35c-50c-65c-90c, 7 days. Jess Stafford's band. **Gross:** $17,000. (Average, $19,000.)

"THE MALTESE FALCON" (Warners)
WARNER BROS.—(1,385), 35c-50c, 7 days. **Gross:** $8,500. (Average, $10,500.)

—"BUY RIGHT—BUT BUY NOW"—

Only 36 Theatres Closed in Canada

(*Continued from page* 1)

been closed, this number being less than half of one per cent. Incidentally, there are also 20 non-theatrical installations in Canada, these being used by film exchanges and censor boards for screening purposes.

There are no statistics regarding conditions among the silent-film theatres of Canada and these are regarded as largely out of the picture anyway unless arrangements are being made for sound installations or are being rebuilt to conform with fireproof regulations.

The Manitoba territory has the largest number of closed theatres, according to the wired list, the total being 12. Seven wired theatres of Ontario are dark; six in Quebec; one in the Maritime Provinces; eight in Alberta and Saskatchewan and none in British Columbia.

—"BUY RIGHT—BUT BUY NOW"—

Jersey Stirred by Clearance Demands

(*Continued from page* 1)

in New Jersey are not so much worried by the first-run demands, but by the second runs, which they call overlapping when asking for 14 days before third runs can follow second runs. What action is to be taken has not yet been determined.

N. J. Exhibs Fight Demands of Union

(*Continued from page* 1)

and employ members of the new union, it is said.

Chief complaint of exhibitors in seeking one man in the booth is that practically all of the houses in these cities are now operating with sound-on-film apparatus and that the union insisted upon two men only when disc devices were first used.

—"BUY RIGHT—BUT BUY NOW"—

Suffers Breakdown

WASHINGTON — Charles Brennan, city manager of the Warner theatres in Staunton, Va., has suffered a nervous breakdown and resigned his position to undergo medical treatment.

—"BUY RIGHT—BUT BUY NOW"—

Hendee on Coast

HOLLYWOOD—Harold Hendee, director of research for Radio, is here from New York for the purpose of coordinating his activities with those of the Coast department.

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Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 20 NEW YORK, TUESDAY, JUNE 23, 1931 TEN CENTS

Multicolor Expands in Hughes Plan

Schedule Calls for Four In Work Constantly

HOLLYWOOD — Howard Hughes is going after general laboratory work for his Multicolor plant. He is competing with Consolidated in his drive for color business. Hughes' schedule calls for four pictures in work constantly, which is the normal operating capacity of the Multicolor studio.

Hughes' idea is to make all of his own pictures at the plant and is understood to be working on a proposition to swing production from the Metropolitan and United Artists studio to the Hughes plant.

Cost Only $4,000,000; Will Gross $7,000,000

Howard Hughes' auditors have been busy. Their adding machines yesterday reported that "Hell's Angels" has already grossed "more than $4,000,000," the approximate cost of the air opus.

Coupled with their statement is one from United Artists which predicts the picture will gross more than $7,000,000, modestly described as a "new world's box-office record?"

"BUY RIGHT—BUT BUY NOW"

"Smart Money" Cops Smart Money in N. Y.

"Smart Money" is off to a smash start at the Winter Garden, grossing $34,000 in the first four days of its run. The Saturday gross was $9,427 and the Sunday take, $9,934, or a two-day total of $19,462.

No other attraction playing the theatre this year has approached the pace set by "Smart Money." The theatre has been averaging about $30,000 a week.

"BUY RIGHT—BUT BUY NOW"

RKO After 3 W. B. Houses in Cleveland

CLEVELAND—RKO is reported to be negotiating with Warners to take over the Warner, Lake and Variety. The report cannot be confirmed locally.

The RKO deal for Warner's three Cleveland houses is understood to be progressing. Efforts, however, to reach Dan Michalove of Warners or Joe Plunkett of RKO for statements were unsuccessful yesterday.

"Buy Right—But Buy Now"

IT'S catching on, the movement to "Buy Right—But Buy Now."

First suggested by M. A. Lightman as spokesman for the Motion Picture Theatre Owners of America and then echoed by Fred Meyer in addressing the M. P. T. O. of Wisconsin, the slogan has been annexed by MOTION PICTURE DAILY as a rallying cry to remove the industry from the doldrums which some of its members believe exist today.

STAGNATION is the danger to be faced when the buyer and seller fail to get together. The sales forces of all distributing companies are set to go. There is no delay in circuit deals on a mass buying basis which are usual at this time every year. But, here and there, the word has gone out to unaffiliated exhibitors to build up sales resistance, lay low over the summer and hold off their purchases until the fall. That, too, is customary in this season, as in others gone by.

THE fastest way to shoot enthusiasm up to the level that the entire industry must have to, is to keep business moving. We argue nothing for the distributor and nothing for the exhibitor in this instance, other than the common sense doctrine of keeping business moving. Whatever deals are struck by the buyer and seller are dependent upon individual bartering and no one individual, divinely or otherwise endowed, can set up a basis on which to close them.

IN order to sustain morale which reaches into the studios to which the exhibitor, like or not, must turn for the product that will make him money, it is important for sales to move. There is no good reason why this cannot be done now when it is necessary if the exhibitor buys now, so long as he

(*Continued on page 13*)

P.P. Grooming Buddy Rogers As Tough Guy

HOLLYWOOD—Buddy Rogers has had offers from National Broadcasting Co., Florenz Ziegfeld and Earl Carroll, his father states. However, he declares, Paramount options run until November 1.

Paramount evidently is building up Rogers for serious roles similar to "The Lawyer's Secret." The next two

(*Continued on page 13*)

Hoover Stand On War Debts Aids Stocks

In tune with a generally rising stock market, amusement shares, on the strength of President Hoover's war debt and German reparations stand, rallied yesterday. Eastman Kodak led the rise opening at 142 and running up to 144, at which level profit taking pressed the stock down to 137. Later it rallied sensationally

(*Continued on page 9*)

Hundreds Given Gate at Radio Hollywood Studio

HOLLYWOOD — RKO-Radio has cut hundreds off its payroll in different departments. Joseph I. Schnitzer, president of Radio, says that the firm has been operating at the peak with sometimes seven or eight productions in work. Enough pictures have been completed, it is said, to comply with releasing arrangements until January.

"We are returning to normal, common sense basis," Schnitzer continues. "The studio won't close and the schedule calls for an average of four in work, which is the normal capacity."

Allied Asked Withdrawal of Wisconsin Unit

"Entangling Alliances" Irk National Heads

That Allied scramble in Wisconsin was settled several weeks ago so far as the national organization was concerned, MOTION PICTURE DAILY learns. At the time, Abram F. Myers and Allied directors figured that it was incompatible for Allied to operate in Wisconsin under the current setup.

Allied leaders some weeks ago served notice on the Wisconsin exhibitor association that it would no longer tolerate Fred S. Meyer as president of the organization. Meyers' position, it was stated, was untenable so far as Allied was concerned. His connection as an employee of Uni-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

New Ticket Tax Is Feared in Florida

TAMPA—The sales tax, in which was included a levy of 10 per cent on theatre tickets and other amusements, introduced in the Florida Senate last week, met with such opposition from delegates of merchant associations, who have been appearing before the senate committee the past week, that it was killed in committee.

Then Senator Stewart introduced

(*Continued on page 13*)

"BUY RIGHT—BUT BUY NOW"

Clinton Wunder Sees Musicals Returning

SAN FRANCISCO—"There is certainly no medium through which our national music can better be offered to the nations of the world than through the audible motion picture," declared Clinton Wunder, newly-elected executive manager of the Academy of Motion Picture Arts and

(*Continued on page 9*)

Wunder Is Named

SAN FRANCISCO—Clinton Wunder, executive manager of the Academy of Motion Picture Arts and Sciences, has been elected executive vice-president of the organization, it was announced here. As the official spokesman of the organization, Wunder interprets the work of the institution before various organizations.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 23, 1931 No. 20

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Sheehan Closes Many Contracts for Talent

Marcel Vanel, stage director of "Melo," has been signed by Fox to direct. Charles Williams has been recruited from vaudeville and musical comedy to write. Richard Carroll, former fiction editor for *Liberty,* has been signed as an executive editor of the story department. Manya Roberti, Elda Vokel, Greta Bennett, Allan Dinehart, James Dunn, James Todd, Raoul Roulien, Edward Crandall, William Pawley, Olin Howland and Howard Phillips have been placed under contract. The company has purchased "The Lone Wolf's Son," by Louis Joseph Vance; dialogue rights to "The Brat," by Maude Fulton, and "Heartbreak," by Llewellyn Hughes, and Robert Kallock, has been signed to design costumes.

All of these deals were closed by Winfield Sheehan during his stay in New York.

"BUY RIGHT—BUT BUY NOW"

Reilly on Cine-Mundial

Bill Reilly returned yesterday to *Cine-Mundial* as merchandising manager. He was formerly advertising and promotion manager of this Spanish magazine.

In addition to publishing *Cine-Mundial,* the Chalmers-Ortega Co., handles American representation of 16 newspapers and magazines in Latin America.

Reilly's job will be to co-ordinate merchandising and publicizing of American products advertised in the Chalmers-Ortega publications.

"BUY RIGHT—BUT BUY NOW"

Weiss Announces Cast

Addition of James Rennie, June Collyer, Dixie Lee, Natalie Moorhead, Lina Basquette, Arthur Housman and Clarence Wilson to the cast of "Night Life in Reno," first of the 12 Artclass dramas, was announced yesterday by Louis Weiss. Ray Cannon will direct at Tec Art studios, Hollywood.

"BUY RIGHT—BUT BUY NOW"

U. A. Holds Regional

First of the United Artists regional conventions was held yesterday at the home office with Al Lichtman, vice president in charge of sales, presiding.

Off the Record

WARNER-FIRST NATIONAL and the combined companies' personalities stepped right into the radio limelight, beginning last night. A 365-day broadcast under the general monicker of "The Radio Newsreel of Hollywood" started its first lap on a 15-minute program, sponsored—and that means paid for—by Vacuum Oil.

●

The entire smear goes to W.-F. N. except 30 seconds at the beginning and so many seconds at the close, when the announcer tells the ether fans the program comes to them via makers of Mobilgas.

●

The hook-up is one of most sweeping ever developed by any producing organization in the business and it costs Warners nary a penny. If you're interested in learning who gets the credit, Charlie Einfeld is the man.

●

There is an undercurrent of speculation afoot in some quarters as to the effect of that Gaumont-Pathe-Natan combo which places 250 French theatres under one operating wing. Talk is that American pictures, already experiencing tough sledding in La Belle France, will now also have to combat mass buying power, friendly or not, as events demonstrate it to be.

●

Helpful in the last stages of the bitterest legislative fight this industry has ever known is a statement from Publix that 70 per cent of its expenditures are locally controlled.

●

The fight this year has revolved largely around the tendency of lawmaking bodies to pass bills taxing chain theatres on the general premise that they are controlled by corporations foreign to the states in which they operate and that, for the privilege of sending large sums of money into New York or Chicago headquarters, such theatres, circuit-controlled, should pay a tax.

●

Wisconsin has had something of an experience in exhibitor organization judging by the reports from Milwaukee. It just seems that the powers that be in the state organization weren't acceptable to the national organization, so when a new unit asked for a charter, it found Allied in a receptive mood. The result is withdrawal of the M. P. T. O. of Wisconsin from the Allied ranks with the probability that the new Allied association in Wisconsin will supplant it.

●

Switch of Bill Saal, long a stand-by in the Katz ranks, from Publix to Tiffany caused a ripple in the trade, coming as it did so closely on the heels of Burt Kelly's transfer from the theatre organization to the Hammons-Young-Cook camp.

Linked with the two transfers is the understanding that these steps are the first of others to come in a plan to build the Tiffany personnel to proportions never before enjoyed by that company.

●

Some of the boys are trying to figure out to whom Abram F. Myers pointed when he told the Allied Theatre Owners of New Jersey at their Atlantic City convention that leather manufacturers and bankers are pushing film men out of the business.

●

A number of local exhibitors can't understand why Rudy Sanders, president of the Brooklyn Theatre Owners, asked to join Allied States Ass'n as an individual and not as a representative for the unit across the bridge. Allied, by the way, has not yet accepted his request.

Chevalier Wins

MELBOURNE, Australia — Maurice Chevalier was an easy winner in a contest conducted by the *"Sun News Pictorial"* to discover the most popular screen star. The Frenchman recorded 33,292 votes, outdistancing Norma Shearer, who filled second place with 17,251. Ruth Chatterton and Clive Brook were other players who came to the fore, being placed fifth and seventh, respectively.

THE LARGEST
STOCK SHOT LIBRARY
IN THE INDUSTRY
Over 5,000,000 feet of indexed negatives and positives containing scenes of every conceivable description
INSTANTLY AVAILABLE
General Film Library, Inc.
MORRIS J. KANDEL, Pres.
729 7th Ave. New York City
BRYANT 9-4417-8
Cable: KANDELFILM

Allied Asked Withdrawal of Wisconsin Unit

(*Continued from page* 1)

versal was felt to be inconsistent with Allied's arrangement.

In addition, the position of Charles W. Trampe, a director of the Wisconsin unit, as president of the Milwaukee Film Board also was a sore spot. Trampe took the lead in blocking establishment of protection schedules at last week's convention.

Another factor in the situation is Steve Bauer, who after the convention laid blame for the rift to W. A. Steffes, Minneapolis, stating the latter fostered a new organization in Wisconsin. Bauer is a bone of contention with Allied because of his position as business manager of the unit and his trucking service activities. This connection, it is felt by Allied leaders, undermines Bauer's position with the Allied unit.

"BUY RIGHT—BUT BUY NOW"

Meet on Drive

With Eugene Zukor presiding, the committee handling the membership drive of the S. Rankin Drew Post of the American Legion meets today at the Motion Picture Club to further the plan. The objective is to enroll all picture men in the Drew Post ranks.

"BUY RIGHT—BUT BUY NOW"

On Page Nine

All financial markets of various film stocks will be found on page 9.

SIX MIX PIX
—and "TONY" too
Ride with UNIVERSAL and you ride with a winner

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M.
Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
729 7th Ave. BRyant 9-5721

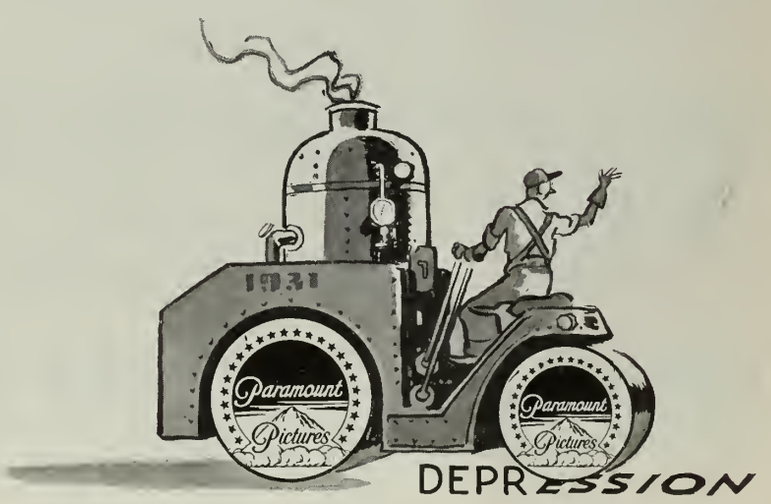
LET'S GO, SHOW BUSINESS!



PARAMOUNT

OFFERS UNBROKEN LINE OF GIANT PRODUCTIONS FROM NOW THRU 1932!

Read the glad news on the next pages→





"THE LAWYER'S SECRET"

Clive Brook, Richard Arlen, Charles Rogers, Fay Wray, Jean Arthur.



"THE VICE SQUAD"

Paul Lukas, Kay Francis, Judith Wood in 1931's most timely hit.



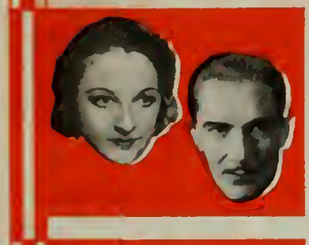
"FORBIDDEN ADVENTURE"

Mitzi Green, Edna May ("Cimarron") Oliver, Jackie Searl. Sinclair Lewis' latest story.



"THE GIRL HABIT"

CHARLIE RUGGLES starred by demand in the year's funniest picture!



"WOMEN LOVE ONCE"

Paul Lukas, Eleanor Boardman, Judith Wood, Geoffrey Kerr.



"I TAKE THIS WOMAN"

Gary Cooper, Carole Lombard in Mary Roberts Rinehart love-drama.



"CONFESSIONS OF A CO-ED"

From a college girl's love-diary. Phillips Holmes, Sylvia Sidney, Norman Foster.



"THE NIGHT ANGEL"

NANCY CARROLL and FREDRIC MARCH. Long run hit at Rivoli, New York.



"THE SECRET CALL"

Richard Arlen, Peggy Shannon, Eugene Pallette in startling love-mystery.



"THE MAGNIFICENT LIE"

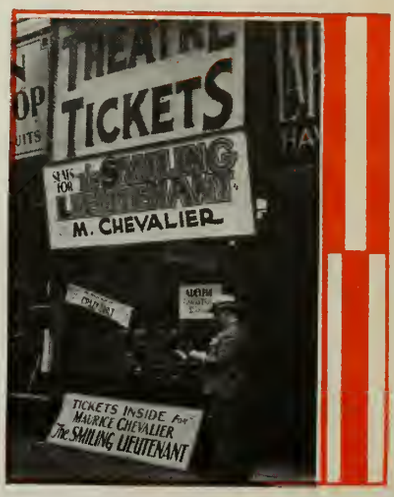
RUTH CHATTERTON in the strongest picture she has yet made.



"HONEYMOON LANE"

EDDIE DOWLING, June Collyer, Noah Beery, Raymond Hatton in stage hit.





TICKET AGENCIES SWAMPED WITH DEMAND FOR "SMILING LIEUTENANT" SEATS! Paramount's gay triumph tops all legit shows in popularity at every ticket counter in town!

With CLAUDETTE COLBERT, CHARLIE RUGGLES and MIRIAM HOPKINS. Music by OSCAR STRAUS.

CHEVALIER - LUBITSCH

"SMILING LIEUTENANT"

$2 S. R. O. B'WAY HIT!



THE BUY WORD FOR 1931-2!

The Fastest Selling New Product Ever Announced!

HAROLD LLOYD PROD.
SMILING LIEUTENANT
MONKEY BUSINESS
AN AMERICAN TRAGEDY
A FAREWELL TO ARMS
24 HOURS
NO ONE MAN
THE ROAD TO RENO
DR. JEKYLL & MR. HYDE
HUCKLEBERRY FINN
TOM SAWYER, DETECTIVE
STEPDAUGHTERS OF WAR
PERSONAL MAID
TOMORROW & TOMORROW
MANHANDLED
MY SIN
RICH MAN'S FOLLY
THIS IS NEW YORK
THE MAN WITH RED HAIR

MURDER BY THE CLOCK
SECRETS OF A SECRETARY
WHERE IS MY WIFE?
TOUCHDOWN!
SOOKY
DAUGHTER OF THE DRAGON
THE ROUND UP
GIRLS ABOUT TOWN
EVENINGS FOR SALE
THE BROKEN WING
SHOP GIRL
SILENCE
BREAK UP
TABU
LADY OF THE LIONS
THE STRANGE GUEST
TWO KINDS OF WOMEN
HALFWAY TO MARRIAGE
MARINES

UNCERTAIN WOMEN
SAL OF SINGAPORE
HELP WANTED
CAUGHT!

SHORT FEATURES

104 SOUND NEWS

100 ONE REELERS
- 52 Productions
- 18 Screen Songs
- 18 Talkartoons
- 12 Pictorials

32 TWO REELERS
- 4 Dane-Arthur
- 4 Charlie Ruggles
- 4 Ford Sterling
- 4 Smith-Dale
- 4 Al. St. John
- 4 Billy House
- 4 Lulu McConnell
- 4 Another Big Star

LET'S GO, SHOW BUSINESS, WITH

PARAMOUNT

Union Shares Drop Because Of Combine?

SYDNEY — Rumors about Union Theatres became so strong here that, in one day, they resulted in a 45 per cent drop in value of Union shares on the Stock Exchange. Gossip surrounding U. T. has been in progress here for months and boiled over on the day that 'change prices tumbled, scare-mongers going further by spreading a report that the Fox-Hoyts group had submitted a definite proposition to Union which would virtually mean a combination of the two circuits.

The report is definitely refuted by Charles Munro, head of Hoyts.

"BUY RIGHT—BUT BUY NOW"

Sweating Cops Spoil Cool Promotion Idea

PHILADELPHIA—Thirty thousand pounds of ice and an exploitation man's idea were tumbled into the Philadelphia sewers only recently by perspiring policemen, while the sewer-rats rejoiced that their playground had become "20 degrees cooler than the outside."

Early in the morning the Stanley-Warner company distributed 100 cakes of ice, each weighing about 300 pounds, on strategic corners of the downtown section. Frozen in the middle of each block was a colored placard exhorting the citizenry to "keep cool with Ed Lowry at the Mastbaum," with a plug for "Just a Gigolo" on the other side. As the ice began to trickle away under the heat of a day which registered 96 degrees, complaints were received at the police bureau from pedestrians and shopkeepers. The order went out from headquarters to tumble the blocks into the sewer, which was done "pronto."

"BUY RIGHT—BUT BUY NOW"

Clinton Wunder Sees Musicals Returning

(*Continued from page* 1)

Sciences, in an address delivered at the annual banquet of the national convention of Federation of Music Clubs in San Francisco.

Highlights of Wunder's address were:

"The necessity of enlivening the silent motion picture with appropriate music has given to the people of the world more music than they ever before knew.

"The talking picture will complete the work of making America a truly musical nation.

"Gradually the musical is returning. There are many short subjects today featuring music as a balance to the dramatic or the feature picture.

"If there is a nation wide demand for any given picture, the film will be shown in perhaps 14,000 theatres —whereas without such demand, orders for the picture may come from not more than 1,400 theatres.

"Probably the screen's greatest contribution to music to date is that it has made the world conscious of good music."

Arliss to the Defense

"It is useless to argue that the brains are in Wall Street," said George Arliss, speaking last night via electrical transcription over the radio hook-up that introduced "The Radio Newsreel of Hollywood" in which Warner-First National personalities are to appear exclusively through a sponsored Vacuum Oil program.

In his talk, which was a defense of Hollywood, he said in part:

"It is the box-office results that influence Wall Street, and for these results the pictures alone are responsible and these pictures are made, and for the most part selected, in Hollywood. My contention is that if the business were in the hands of ignoramuses, moving pictures would have ceased to exist long ago.

"Of course, there are black sheep; of course, there are scandals; but remember there are 30,000 actors and actresses in Hollywood and every one of them is potential copy for the newspapers. To keep out of print, you not only have to be respectable but lucky.

"Ten plays have to be turned out every week to meet the public demand. What percentage of masterpieces have we any right to expect out of this number? Of course, there are bad ones. The marvel is that the level is not lower than it is. But the managers don't go to work to pick out the worst they can find."

Australian Survey Finds U. A. in Lead

SYDNEY—Basing an estimation on reviews turned in by reporters in over a period of five months, *Everyones*, trade paper, considers United Artists product as the leader from the box-office standpoint. Columbia, M-G-M, Paramount, Warners, Fox and RKO follow in that order.

Out of 138 features reviewed, only six were given the top rating of "big."

"BUY RIGHT—BUT BUY NOW"

Bargain Matinees

TAMPA—Early in the year the Tampa reduced its scale from 50 cents for matinees and 60 cents at nights to 35 and 50 cents. This week Manager J. L. Cartwright is trying out a "bargain matinee" that cuts the price to 25 cents for the opening hour, 1 P. M. to 2 P. M.

"BUY RIGHT—BUT BUY NOW"

Rose, Aldinger Switch

OMAHA—C. P. Rose, manager of the Columbus at Columbus, Neb., and Harold Aldinger, city manager for Paramount Publix at Norfolk, Neb., have exchanged positions on orders from Evert R. Cummings, divisional manager for the circuit.

Admit Kids Free in Chicago Child Week

CHICAGO—Sixteen theatres of the Essaness circuit here will be thrown open to children during Chicago's current observance of Child Week. No admissions will be charged children up to 6 P. M. for the regular theatre programs throughout the week.

The circuit is also offering prizes for the best Mardi Gras costume worn to its theatres by a child during the week.

"BUY RIGHT—BUT BUY NOW"

Want Sunday Shows

CLEVELAND—Of 9,014 cards signed by registered voters of Cleveland Heights in a survey of the Sunday movie issue, 66 per cent favored Sunday movies. The remainder was divided between those who were opposed and those who favored putting the question to a vote of the people.

"BUY RIGHT—BUT BUY NOW"

Tiffany Signs Alice

HOLLYWOOD—Alice White, who has been free-lancing since severing relations with First National, has been signed by Phil Goldstone of Tiffany.

Stock List Continues Upward; E. K. Up 7¾

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	6	6	6	+ ⅞	700
Consolidated Film Industries, pfd	13¾	12½	13¾	+1¼	800
Eastman Kodak	144	137	142	+7¾	13,600
Fox Film "A"	21¾	19⅞	20⅞	+ ¾	38,500
General Theatre Equipment, new	5¼	4⅞	5	+ ⅛	10,200
Loew's, Inc	44	41½	42¾	+ ⅞	19,400
Loew's, Inc., pfd	86	85½	86	+1	200
M-G-M, pfd	24⅛	24⅛	24⅛	+ ⅛	100
Paramount Publix	25⅝	24	25	+ ⅞	35,800
Pathe Exchange	1½	1⅜	1½	+ ¼	600
Pathe Exchange "A"	5	4	5	+1	1,000
RKO	14⅞	13¾	14¾	+1	37,400
Warner Bros	8¾	8⅛	8½	+ ¼	26,800

Film Curb Shows Fractional Gains

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3¼	3	3⅛	+ ⅛	2,500
General Theatre Equipment, pfd	11⅛	10⅛	10⅛	+ ⅜	5,600
National Screen Service	20⅞	2½	20⅞	+ ⅝	400
Sentry Safety Control	1⅛	1⅛	1⅛	+ ⅛	200
Technicolor	6¾	5⅜	6¾	+ ¾	1,600
Trans Lux	6⅜	5¾	6⅞	+ ½	1,300

Bond Issues Active; P. P. Jumps 1⅝

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s, '40	41	38	38½	— ½	18
Loew's 6s. '41, ex war	97	97	97	.....	4
Paramount Broadway 5½s, '51	100½	100½	100½	— ½	4
Paramount F. L. 6s, '47	90¾	90½	90¾	.....	11
Paramount Publix 5½s, '50	81½	80½	81½	+1⅝	24
Pathe 7s, '37 ww	87½	86½	87½	+1½	12
Warner Bros. 6s, '39, wd	45¾	43⅜	44¾	+ ⅝	46

Hoover Stand On War Debts Aids Stocks

(*Continued from page* 1)

on a wave of buying and closed 7¾ points higher at 142.

The most impressive feature of the day in picture stocks was a rally from the lows of an early setback. Opening higher, film shares encountered profit taking but later dropped back to close above Saturday's final level.

Strength in the Paramount and RKO Pathe issues featured trading in bonds. General Theatres and Warner Bros. convertible 6s showed very little change.

What happened yesterday with some of the principal issues on the "big board" follows:

Stock	Monday's Close	Saturday's Close
Consolidated	13¾	12½
E. K.	142	134¼
Fox "A"	20⅞	20⅛
G. T. E., new	5	4⅞
Loew's	42¾	41⅞
P. P.	25	24⅛
Pathe	1½	1¼
Pathe "A"	5	4
RKO	14¾	13¾
Warners	8½	8¼

"BUY RIGHT—BUT BUY NOW"

Zukor Spikes Reports Of Joinville Closing

Denying reports that the Joinville studios will close, Adolph Zukor, president of Paramount, yesterday sent a cable to David Souhami, managing director of the company's French activities to that effect.

Production at Paramount's Joinville studios will be limited to 40 pictures this year as against approximately twice that number last year, it is understood.

Eastward Bound

A number of Paramounteers are on their way east, including Al Shean, who has been working as a comedy constructionist on "Monkey Business"; Phillips Holmes, Sidney Buchman, scenarist, and Henrietta Cohn, Hollywood's only woman unit business manager.

SIX MIX PIX
--and "TONY" too
Ride with UNIVERSAL and you ride with a winner

BABSON POINT

WORLD'S GREATEST BUSINESS FORECASTER PARADES OPTIMISM UP AND DOWN THE NATION.

HE CALLED THE TURN ON DEPRESSION ... NOW HE CALLS THE TURN ON PROSPERITY

"I am willing to stake my reputation, based on thirty years' experience, that business has now seen the worst; and that within a reasonable time this country again will enter a period of marked prosperity. Tell your merchants that now is the time to advertise."

From Mr. Babson's inspiriting statement read at the Advertising Federation of America Convention.

RKO Radio Pictures

Reg. U. S. Pat. Off.

ROGER BABSON, YOU ARE RIGHT! THE TITANS OF RKO-RADIO ARE FIGHTING LIKE BLAZES TO SPEED THE RETURN OF PROSPERITY! . . .

36 GREAT ATTRACTIONS...MOST PRACTICA

GOLDEN ERA ADVERTISING CAMPAIGNS WIT

THE WAY



TUNE IN!

"R K O THEATRE OF THE AIR"
N. B. C. Coast to Coast Network
EVERY FRIDAY NIGHT, 10:30 P.M.
NEW YORK TIME

UY OF THE NEW SEASON! BACKED BY
OSPERITY WRITTEN ALL OVER THEM! . . . .

"Bad Sister's" $17,000 Tops Casey Grosses

KANSAS CITY—"Bad Sister" took the palm here last week with a gross of $17,000, which topped the Main-street average by $2,000. "Women of All Nations" also was strong at the Midland, grabbing off $16,000 in a house which averages $14,500.

Estimated takings for the week ending June 19:

"BAD SISTER" (Univ.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $15,000.)

"WOMEN OF ALL NATIONS" (Fox)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $16,000. (Average, $14,500.)

"VICE SQUAD" (Para.)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** $13,750. (Average, $12,500.)

"UP POPS THE DEVIL" (Para.)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $4,500. (Average, $4,500.)

"GOING WILD" (Warners)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,600. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

"Born to Love" Top Grosser In Charlotte

CHARLOTTE—Considering the weather and the exodus to summer resorts, business wasn't so bad last week. "Born to Love" proved the leader, topping the Carolina's normal by $500.

Estimated takings for the week ending June 20:

"OLD ENGLISH" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days **Gross:** $3,500. (Average, $3,750).

"GOLD DUST GERTIE" (Warners)
BROADWAY—(1,167) 25c-35c-50, 3 days. **Gross:** $3,000. (Average, $3,750.)

"VICE SQUAD" (Para.)
CAROLINA—(1,441) 40c-50c, 3 days. **Gross:** $5,000. (Average, $5,500.)

"BORN TO LOVE" (Pathe)
CAROLINA—(1,441) 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

Joan Crawford Takes Cake Of Houston Week

HOUSTON—Joan Crawford in "Young Sinners" was the big card here last week, getting $8,500 at Loew's State in the first week of an all-picture show policy. "Always Goodbye" pulled at the Kirby after three days of "Blue Angel," the former being substituted. All business was off.

Estimated takings for the week ending June 18:

"ALWAYS GOODBYE" (Fox)
KIRBY—(1,654), 25c-35c-50c, 3 days. **Gross:** $700. (Average, full week, $7,000.)

"BLUE ANGEL" (Para.)
KIRBY—(1,654), 25c-35c-50c, 4 days. **Gross:** $2,800. (Average, full week, $7,000.)

"YOUNG SINNERS" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $9,000.)

"LAWYER'S SECRET" (Para.)
METROPOLITAN—(2,512), 25c-40c-60c, 7 days. Publix stage show. **Gross:** $10,000. (Average, $11,000.)

"DONOVAN'S KID" (Radio)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $9,000.)

Loop Hit for Loop by Heat In Windy City

CHICAGO—Severe heat played havoc with Loop business, slipping grosses 25 per cent below average nearly everywhere except the Chicago Theatre. Good reviews and stage attractions meant nothing with pictures having the best notices slipping equally with poorest. Continued heat over the week-end held down new picture openings also.

The gross of $45,100 achieved by "Five and Ten" at the Chicago sent the Davies picture to the Roosevelt for a second week's run.

Estimated takings for the week ending June 17:

"CITY LIGHTS" (U. A.)
ORPHEUM — (665), 25c-35c-50c-75c, 7 days, 2nd Loop run. **Gross:** $4,035. (Average, $3,200.)

Week ending June 19:

"TRADER HORN" (M-G-M)
CASTLE—(299), 40c-60c, 1st week, 2nd Loop run. **Gross:** $4,200. (Average, $3,500.)

"FIVE AND TEN" (M-G-M)
CHICAGO(4,000), 35c-50c-75c-85c, 7 days. Stage show with Havana Casino orchestra. **Gross:** $45,100. (Average, $46,000.)

"DADDY LONG LEGS" (Fox)
McVICKERS—(2,284), 35c-50c-75c-85c, 2nd week. **Gross:** $17,400. (Average, $28,500.)

"THE VICE SQUAD" (Para.)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Stage show with Benny Davis, orchestra. **Gross:** $22,750. (Average, $36,500.)

"ANNABELLE'S AFFAIRS" (Fox)
ROOSEVELT—(1,591), 35c-50c-75c-85c, first week. **Gross:** $10,600. (Average, $23,200).

"WHITE SHOULDERS" (Radio)
STATE-LAKE — (2,776), 35c-50c-75c-85c, 1st week. **Gross:** $16,250. (Average, $30,-200.)

"WOMEN OF ALL NATIONS" (Fox)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, third week, final five days. **Gross:** $8,600. (Average, $24,600 for week.)

"NIGHT ANGEL" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, first 3 days. **Gross:** $9,200.

Week ending June 20:

"UP FOR MURDER" (Univ.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Vaude, orchestra. **Gross:** $20,850. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

Band Helps The Indiana to Normal Take

INDIANAPOLIS—Hot weather is beginning to hurt theatre grosses in this city. Only one house, the Indiana, reached its average figure with "Virtuous Husband," but Horace Heidt's orchestra was given the chief credit for the intake.

Estimated takings for the week ending June 19:

"DADDY LONG LEGS" (Fox)
APOLLO—(1,100), 25c-50c, second week, 7 days. **Gross:** $5,000. (Average, $5,500.)

"UP POPS THE DEVIL" (Para.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $6,500. (Average, $8,500.)

"VIRTUOUS HUSBAND" (Universal)
INDIANA—(3,300), 25c-65c, 7 days. Horace Heidt orchestra Publix unit. **Gross:** $20,000. (Average, $20,000.)

"STEPPING OUT" (M-G-M)
LYRIC—(2,000), 25c-50c, 7 days. Vaudeville. **Gross:** $8,000. (Average, $10,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,000. (Average, $12,000.)

Triple Bill

CHICAGO — The Warner Orpheum, Loop house, is featuring a triple unit program this week. The Orpheum's bill headlines "Monsters of the Deep" (Talking Picture Epics), Columbia's "Subway Express," in here on a second Loop run, and an African adventure picture.

The Fox Monroe is the only other Loop theatre on a multi-feature policy.

"Reeperbahn" Is Held Over In Cleveland

CLEVELAND—Lupe Velez boosted the gross of the RKO Palace to $22,000, appearing with "Up for Murder." At that, the figure was below normal, but that condition was general, Old Man Mercury being responsible for the drop in business. "The Girl from the Reeperbahn," took in $10,500 at the Alhambra.

Estimated takings for the week ending June 17:

"MALTESE FALCON" (Warners)
LAKE—(800), 40c-60c, 7 days. **Gross:** $5,000. (Average, $5,000.)

Week ending June 18:

"THE VICE SQUAD" (Para.)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $14,000. (Average, $20,000.)

Week ending June 19:

"GIRL FROM THE REEPERBAHN" (German)
ALHAMBRA—(1,400), 25c-50c, 7 days. **Gross:** $10,500. (No average available.)

"JUST A GIGOLO" (M-G-M)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $13,000. (Average, $18,000.)

"GOLD DUST GERTIE" (Warners)
HIPPODROME—(4,100), 25c-75c, 7 days. **Gross:** $12,000. (Average, $15,000.)

"UP FOR MURDER" (Univ.)
RKO PALACE—(3,100), 25c-75c, 7 days. Lupe Velez in person. **Gross:** $22,000. (Average, $23,000.)

"WOMEN OF ALL NATIONS" (Fox)
STILLMAN—(1,900), 40c-75c, 7 days. **Gross:** $10,000. (Average, $15,000.)

"BUY RIGHT—BUT BUY NOW"

"Legs" Leader In Off Week In Okla. City

OKLAHOMA CITY—Business was still off here last week, "Daddy Long Legs" at the Mid-West leading the field, although its gross, $7,200, was $300 under normal.

Estimated takings for the week ending June 19:

"DONOVAN'S KID" (Radio)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $5,400. (Average, $7,000.)

"THE LAWYER'S SECRET" (Para.)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $6,500. (Average, $8,000.)

"BIG FIGHT" (Tiff.)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $500. (Average for week, $3,000.)

"DRUMS OF JEOPARDY" (Tiff.)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $400. (Average for week, $3,000.)

"DADDY LONG LEGS" (Fox)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $7,200. (Average, $7,500.)

"ALWAYS GOODBYE" (Fox)
WARNER—(1,700), 10c-35c-50c, 7 days. **Gross:** $6,600. (Average, $7,600.)

"Legs" Boosts Gross $5,000 In Des Moines

DES MOINES—It didn't seem to be summer time in the vicinity of the Des Moines Theatre, for the fans flocked to it to see "Daddy Long Legs" in such numbers that $12,000 went into the safe for the week. Inasmuch as the house's average is $7,000, the $5,000 increase proved sweet music. All in all, it was not a bad week, "The Lawyer's Secret" and "Annabelle's Affairs" beating normal also.

Estimated takings for the week ending June 20:

"DADDY LONG LEGS" (Fox)
DES MOINES — (1,600) 25c-35c-60c, 7 days. **Gross:** $12,000. (Average, $7,000.)

"VICE SQUAD" (Para.)
PARAMOUNT—(1,700) 25c-35c-60c, 3 days. RKO vaude. **Gross:** $7,000. (Average, $7,000.)

"LAWYER'S SECRET" (Para.)
PARAMOUNT—(1,700) 25c-35c-60c, 4 days. RKO Vaude. **Gross:** $5,500. (Average, $5,000.)

"ANNABELLE'S AFFAIRS" (Fox)
STRAND—(1,100), 20c-30c, 4 days. **Gross:** $2,300. (Average, $1,700.)

"UP FOR MURDER" (Univ.)
STRAND—(1,100) 20c-30c, 3 days. **Gross:** $700. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

'Legs' Leading Race in 2nd Balto. Week

BALTIMORE — "Daddy Long Legs" held up wonderfully during its second week at the New, with a gross of $10,000 claimed by the management. This is $2,000 above average.

"Five and Ten," with Marion Davies and Leslie Howard, pulled fairly at Loew's Stanley, aided by a heavy campaign of publicity and national Hearst paper advertising. The gross was figured at about $18,500, which is above the average of $17,500 for this house.

Estimated takings for the week ending June 18:

"GUN SMOKE" (Para.)
KEITH'S—(2,500) 25c-50, 6 days plus a Sunday midnight showing. **Gross:** $5,920. (Average, $5,500.)

Week ending June 19:

"WOMEN MEN MARRY" (Headline)
RIVOLI—(1,982) 25c-50c, 6 days. **Gross:** $5,200. (Average, $7,500.)

"PUBLIC ENEMY" (Warners)
WARNERS' METROPOLITAN — (1,300) 15c-50c, 2nd week, 6 days. **Gross:** $3,900. (Average, $4,500.)

Week ending June 20:

"SEI TU L'AMORE" (Italian Talker)
EMBASSY—(1,250) 25c-50c, 6 days. **Gross:** $800. (Average, $1,200 for this class and style picture.)

"YOUNG WOODLEY" (Elstree)
LITTLE—(267) 35c-50c, 6 days. **Gross:** $600. (Average, $850.)

"THE VICE SQUAD" (Para.)
LOEW'S CENTURY—(3,076) (25c-60c, 6 days. Loew-Capitol stage unit, "Bag of Blues." **Gross:** $20,000. (Average, $19,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
(Shown uptown after one week at the Loew's Century downtown.)
LOEW'S PARKWAY—(987) 15c-35c, 6 days. **Gross:** $4,000. (Average, $3,500.)

"FIVE AND TEN" (M-G-M)
LOEW'S STANLEY—(3,522) 25c-60c, 6 days. **Gross:** $18,500. (Average, $17,500.)

"PARTY HUSBAND" (F. N.)
LOEW'S VALENCIA—(1,487) 25c-35c, 6 days. **Gross:** $2,700. (Average, $2,800.)

"DADDY LONG LEGS" (Fox)
NEW—(1,600) 25c-50c, 6 days, 2nd week. **Gross:** $10,000. (Average, $8,000.)

Canadian Bill For Copyright Ready for Vote

OTTAWA—The copyright bill, by means of which societies and associations in Canada will be enabled to impose a music tax on theatres under government control, came in for more discussion in the Canadian House of Commons when the printed form of the bill, as amended by a special parliamentary committee, was tabled. The bill was not further changed, although there was a lengthy discussion. In its new form, annual exhibitions and fall fairs receiving an agricultural grant from the government are exempt from the music tax, as are religious and educational organizations.

Announcement was made that the bill would be passed before July 1 in order to qualify under the Berne Convention. There has been considerable wailing on the part of the Performing Rights Society of Canada and other copyright organizations regarding the final form of the legislation.

"BUY RIGHT—BUT BUY NOW"

Para.-RKO Deal in N. Y. for Five Years

RKO is still negotiating with Paramount for the latter's product in its New York theatres. The deal is understood to provide for division of product with Loew's for the next five years. Albany and Buffalo houses will also be included in the deal. "The Smiling Lieutenant" will start off the 1931-32 contract.

"BUY RIGHT—BUT BUY NOW"

F. W. C. Promotions

DENVER—Due to the retirement of William Fairchild as manager of the Lincoln at Cheyenne, Fox West Coast announced the following promotions: Chet Miller from the Fox, North Platte, Neb., to Cheyenne; Harry B. Ashton, manager of the Longmont, Longmont, Colo., to North Platte, and Chas. U. Yeager from booker to the Longmont.

"BUY RIGHT—BUT BUY NOW"

Cleveland Transfers

CLEVELAND—Changes in management at local Loew houses include the transfer of William Weiss from assistant manager at the Stillman to manager of the Mall; J. Crow, from the Mall to the Cameo as assistant manager; John Baker of the State to the Granada to substitute for Arnold Gates, who is vacationing, and Arthur Catlin to the State, following the closing of the Stillman, where he was manager.

"BUY RIGHT—BUT BUY NOW"

"Lights" at Night

VALLEJO, Calif.—Showmen are interestedly awaiting the outcome of a novel experiment, an all-night showing of Chaplin's "City Lights," at the Valmar. While the house will open at 9 A. M., it will remain open a full twenty-four hours, or as long as anyone appears to buy a ticket, according to plans of Lou Trager and Phil Frease, operators. Only 25 cents top is charged by the Valmar.

"Buy Right—But Buy Now"

(Continued from page 1)

buys right. Telling him how to buy right, we repeat, depends on his own situation. He knows that better than anyone else.

IN the meantime, optimism signs are piling up. The Hoover stand on war debts and German reparations is reflecting itself favorably on the stock market. Smiles in the New York trade were more pronounced yesterday than perhaps at any time since the tape hit the skids.

The Babson statement, first-paged the other day, has bolstered a lot of minds and spirits. You may remember that he said he saw the turn in the road.

NOW comes Henry Ford, who, too, has an idea or two about the direction in which the nation's business is heading. Listen to what he says:

"The damage was done when the gambling fever took the minds of men and women and the nation off their business. They thought that their businesses would run automatically without any thought being given to them. Nothing was improved. No new methods were adopted. Business men made the stock market their business. Of course when business suffers your stock market cannot last long.

"Business is coming back when each business man goes back to that spot where he subscribed to that get-rich-quick philosophy and picks up the threads where he turned from hard and fast principles to a dream of easy money secured without thought of labor.

"I don't say that everybody is cured of expecting something for nothing. There will always be parasites to encourage and profit by that delusion, but I do say that more people are thinking today than there were a couple of years ago."

NARROWING cases to the picture business and right at your elbow, too, you have instances that money is waiting to be spent when the public gets something to spend it on. In four days, to be specific, "Smart Money" did $34,000 at the Winter Garden here in New York. And in a theatre that considers it has been doing well with an average business of $30,000 on the week.

"Daddy Long Legs" is doing things to box-offices in key cities. Yesterday's headlines from Philadelphia, Denver, Seattle, Albany, Portland, Omaha, San Francisco and Toronto furnish the proof, if you are stickler for detail. And today, additional cities join the "Long Legs" bandwagon.

THE conclusion to be drawn from all this is that money is plentiful. You can make the public part with it if you get good pictures, turn from smart showmanship to smarter showmanship, forget the "lay off" attitude—some call it caution—that goes hand in hand with talk of depression and make the shoulder turn the wheel.

But remember, sales apathy reflects itself in the studio. Studio apathy reflects itself in production. Production apathy means mediocre pictures. From there on, anyone can finish the story.

This is why MOTION PICTURE DAILY, spokesman this morning for the Quigley Publications, urges the exhibitor to

"Buy Right—But Buy Now"

KANN

Writers Meet on Plan For More Authority

LOS ANGELES—Writers met here last night to consider findings of their committee named to consider extension of their authority over scripts. Rupert Hughes presided at the session which mapped plans for submission to producers.

"BUY RIGHT—BUT BUY NOW"

New M-G-M Contracts

HOLLYWOOD—M-G-M has signed new long-term contracts with Director Sam Wood, who has just finished Robert Montgomery's new picture, "The Man in Possession"; John Meehan, playwright and dialogue writer, and John Miljan, who is now playing a leading role in Greta Garbo's "Susan Lenox: Her Fall and Rise."

5 Newspapers Join M-G-M News Tie-Up

Hearst Metrotone News has added five newspapers to its "Globe Trotter" tie-up. The new papers joining are the *Philadelphia News*, the *Indianapolis Star*, the *Buffalo Courier Express*, the *Syracuse Journal American* and the *Rochester Journal American*.

"BUY RIGHT—BUT BUY NOW"

Evalyn Knapp Hurt

HOLLYWOOD—Evalyn Knapp fell from a cliff while hiking and suffered injuries to her spine. It is feared that she may never be able to play again.

"BUY RIGHT—BUT BUY NOW"

Love Stuff

HOLLYWOOD—William Powell and Carole Lombard have applied for a marriage license.

Allied Oregon Unit Changes Its Name

PORTLAND—W. E. Tebbetts, Portland's pioneer independent exhibitor, who operates both the Oriental and Laurelhurst, was re-elected president of the Allied Exhibitors of Oregon at the third annual convention held here.

Fifty municipalities of Oregon and southern Washington were represented, and the total membership of this independent theatre organization included nearly 100 theatres. The convention voted to change the name of the organization from the Allied Exhibitors of the Northwest to the Allied Exhibitors of Oregon.

The following is list of officers elected for the ensuing year: President, W. E. Tebbetts, Portland; first vice-president, Guy Matthew, The Dalles; second vice-president, Stephen Parker, Portland; secretary-treasurer, William Cutts, Portland; board of directors, Mrs. Myrtle Buckmiller of Baker, Ore.; Ray Stumbo of Salem, W. A. Dunlop of Grants Pass, Bob Marsden of Marshfield.

"BUY RIGHT—BUT BUY NOW"

To Test Films For Public School Use

WASHINGTON—Governors from all states yesterday were asked by President Hoover to help in organizing a test for "the purpose and place of sound films" in public school instruction by requesting school officials to select a boy or girl to come to Washington for the making of the tests.

"At the intercession of the representative public school authorities," the President wrote, "Harley L. Clarke of Fox has agreed to prepare a number of educational films for this purpose. It is not proposed that it shall lead to exclusive privileges for any particular film company either in the tests or in subsequent preparation of films, if it should be found that a definite educational value can be introduced into the school through the use of such films," the President stated.

"BUY RIGHT—BUT BUY NOW"

P. P. Grooms Buddy Rogers as "Tough"

(Continued from page 1)

pictures he is to make will present him as a mining engineer and a hard-boiled marine. If he comes through okay, the options undoubtedly will be exercised.

"BUY RIGHT—BUT BUY NOW"

New Ticket Tax Is Feared in Florida

(Continued from page 1)

a bill to assess a tax of 10 per cent on all theatre tickets and other amusements where the prices were in excess of 50 cents. Should this bill pass it would have little effect upon the picture theatres of the state, as very few are now charging more than 50 cents. Florida exhibitors must watch their step, however, as it is hardly possible that they would get such a break, especially as the governor is asking for a "reasonable tax on amusements."

What an autha



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THE BLACK CAM

with

WARNER OLAND
SALLY EILERS

BELA LUGOSI

Dorothy Revier **Victor Varconi** **J. M. Kerrigan**

Directed by **HAMILTON MacFADDEN**

dreams about and seldom gets!

GERS
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S
EL

The Fox picture made from my novel "The Black Camel" delighted me in every way, and I feel sure all Charlie Chan's admirers who see it will share my pleasure. Rarely, to my way of thinking, has the plot of a book been transferred to the screen so neatly and so successfully. Cast and direction are excellent, and the result is the sort of picture an author dreams about - but doesn't always get.

When "The Black Camel" was first published, a well-known Eastern critic said of it: "There is more than mystery here, there are romance and humor, the charm of open verandas in the bright tropics, murmuring breakers and guitar-strumming on moonlight nights." These things are in the picture too; they give it glamor and color and life. Back of the story of how the black camel knelt for Shelah Fane on Waikiki Beach are the authentic Hawaiian backgrounds, which will interest not only those who have been in Honolulu, but also the vast army who do their traveling in an orchestra seat.

As for Warner Oland's interpretation of Charlie Chan, in this second picture of the series he settles the matter for all time. He IS Charlie Chan. His warm and glowing personality, his genial, happy smile, his charming manner toward others will, I am sure, win new friends for Charlie everywhere. And the old friends will be thrilled to see Chan in the flesh, bowling along the edge of Punchbowl Hill in the battered old fliver, breakfasting with his eleven children in the house atop the hill, pursuing clues and seeking to maintain his philosophical calm against the background of his beloved Honolulu.

Yes, Mr. Oland is the real Chan, the settings are the real Hawaii, and the thousands who have written in to hope this would some day happen are hereby notified that the great day has dawned at last.

Earl Derr Biggers



Purely Personal

FRED L. FREEMAN, known to all Florida show folks as "Uncle Fred," who for many years operated a string of theatres in the northern section of Florida, but today is holding the fort at the Alimar, Live Oak, is celebrating his 34th year as manager of the atres this week and receiving the congrats of his brother exhibs.

MISS LILLIAN SMITH, secretary to Fred Desberg, general manager of Loew's Ohio Theatres, will be married in New York June 27 to Sanford Farkas, former manager of Loew's State in Cleveland. Farkas is now in the oil business with headquarters in Boston, where they will make their home.

J. P. FAUGHNAN and Joe Lissauer of the Warner theatre department in Cleveland have left to drive east. Faughnan will spend his vacation in the mountains, and Lissauer will be at Lake Placid.

FRED SCHMITT, director of the orchestra in the Denver, Denver, is in Kansas City installing a 14-piece orchestra in the Newman. Dave Craig, master of ceremonies at the Denver, has resigned.

ED COLE has been appointed manager of the Capitol in Cleveland, one of the Associated Theatres group, succeeding Milton Bryer. Cole will also supervise the Royal, open three days a week.

AL MERTZ is back as Cleveland RKO branch manager, being transferred from Cincinnati. Ralph Kinzler has been appointed Cincinnati branch manager.

HARRY D. GOLDBERG, Fox Theatre divisional manager in northern New Jersey, returned from a vacation in Bermuda yesterday, accompanied by Mrs. G.

MORRIS GLUCK, former ad. sales manager for Paramount's local exchange, now is manager of the non-theatrical department at the same branch.

STUART BARRIE, organist, borrowed from the Brooklyn Paramount by the Paramount in Denver 12 weeks ago, has returned to his home town.

A. W. SCHWALBERG and his bride, formerly Anna Quint, will honeymoon in Bermuda. They sail from New York tomorrow.

I. E. KING has taken over the management of the Madison, New York City, and is renovating the house before opening it.

ELIZABETH LONGERGAN leaves for Hollywood July 1 to spend several months there with her brother, Phil.

MARY PICKFORD has lost $100,000 on that Hollywood miniature golf course, according to Winchell.

"ARTHUR LOEW, heir to the Loew wealth, is now soloing it in the skies," says Walter Winchell.

J. S. MCLEOD, M-G-M exchange maintenance manager, has flown 10,000 miles since the first of the year.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

Fountain to Work by Use Of Light Ray

HOLLYWOOD—The Hughes-Franklin circuit is going in for an automatic drinking fountain at its new Studio theatre being completed here. The fountain will bubble water as the patron bends over it and there will be no levers to touch, no faucets to turn, no concealed plates in the floor to step on to have the water spout, it is said.

The fountain will look like the regular bubbler fountains in popular use. The mechanism to perform the seeming miracle described above, is now being prepared by the Hughes Development Company, Howard Hughes' organization of inventors.

This drinking fountain will be controlled by a light ray, it is stated. A person, bending over the fountain for a drink, will interrupt the light ray with his head; the interruption of the light ray will release a hidden faucet and water will bubble up to the patron's lips. The house will be opened in August.

"BUY RIGHT—BUT BUY NOW"

City Inspectors in Tour of N. Y. Houses

New York City officials are continuing investigation of theatres said to have improvised stages in front of screens for vaudeville presentations during the summer with more than 30 theatres having been visited by investigators. Exhibitors in each instance have been warned to remove the stages or have their operating licenses revoked.

Charles L. O'Reilly, president of the Theatre Owners Chamber of Commerce, yesterday stated that he was in favor of the action taken by the license department, contending the organization would back the law in anything it does for betterment of the theatre.

"BUY RIGHT—BUT BUY NOW"

Drive for Earphones In 'Frisco Theatres

SAN FRANCISCO—A campaign is being carried on here by the San Francisco section of the Council of Jewish Women and the San Francisco League for the Hard of Hearing to have hearing appliances installed in local theatres. The campaign has already received the support of the City and County Federation of Women's Clubs. According to officers of the club, three San Francisco theatres have installed the apparatus for the convenience of deaf people. Other show houses will do the same, it is announced, if the demand continues.

Exhibs Start Sprucing Up In Cleveland

CLEVELAND — The clean-up season as commenced. National Theatre Supply Company announces through its manager, R. W. Cudmore, that many theatres in this territory are sprucing up with new seats, new carpets and new equipment. No new theatre projects have been announced, but rumors are afloat that deals are now pending for the building of approximately twenty new houses in northern Ohio. Although nothing may come of this program, the rumor has value in that it shows the theatre owners and operators are optimistic and are looking forward to a business come-back.

"BUY RIGHT—BUT BUY NOW"

Heywood-Wakefield Plant Is Transferred

WAKEFIELD, Mass.—The Heywood-Wakefield Company's chair plant here, occupying a site of eleven acres and the town's largest industry, will be closed and the manufacture of chairs transferred to the company's plant at Gardiner, Mass. There have been some 375 persons employed here. As many of them as desire will be transferred to the Gardiner plant. Announcement of the closing of the plant here is made by Richard N. Greenwood, president.

"BUY RIGHT—BUT BUY NOW"

City Withholds License

ALBANY—The Griswold in Troy, N. Y., must spend at least $70,000 before it can get a license from the city. The improvements are required under state laws and were ordered by the fire marshal. The theatre was recently leased to the Farash Company of Schenectady. The theatre is about 70 years old and has been closed for some time following the city's decision not to renew the permit until improvements required have been made.

"BUY RIGHT—BUT BUY NOW"

New DeVry Projector

CHICAGO—With introduction of the new Q. R. S. DeVry portable projector, it is now possible to convert the silent DeVry portable apparatus into sound-on-film, the company states. Engineers of the company have been working on the new machine for several months and have completed the new unit.

"BUY RIGHT—BUT BUY NOW"

Bennett Leases Exhibit

COLUMBUS, O.—Everett Bennett has leased the Exhibit, one of the original houses built here, which has been dark for several months. RCA Photophone will be installed and other improvements made before reopening.

Fox Closes 4 Theatres in Connecticut

Rather than institute double feature programs to pass the summer slump, Fox has closed four Connecticut houses and one in Brooklyn. The New England theatres are: Lyric, Bridgeport; Palace, Hartford; Nelson, Springfield, and Poli, Meriden. The Brooklyn house to go dark for the summer months is the Roebling.

There are several spots in Brooklyn playing double features, a policy not inaugurated by Fox but already in vogue when the circuit took over the houses two years ago. Because of local conditions the circuit has not been able to switch to a single feature policy.

"BUY RIGHT—BUT BUY NOW"

Fifi to Wear Ray's Solitaire 20 Years

CHICAGO—Fifi D'Orsay is going to Paris in the near future, the French actress told interviewers while here.

Fifi, who admitted the closest she has ever been to the French capitol was Atlantic City, said she would really like to see Paris before she died. She sails August 22 on the Bremen, she said.

Fifi also told reporters that her engagement to Terrence Ray, film player, "will be a long affair—probably twenty years." She exhibited a ring, the gift of Ray, and said the inscription which it bore meant that she was in love with love, and not with Ray, in particular.

"We both think it's better we wait," smiled Fifi.

"BUY RIGHT—BUT BUY NOW"

Projectionist Slain

CHICAGO—Jake Kaufman, projectionist, was killed here Sunday. He is said to have been involved in investigation of alleged motion picture operators' racketeering case now before the grand jury.

SIX MIX PIX

--and "TONY" too

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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 21 NEW YORK, WEDNESDAY, JUNE 24, 1931 TEN CENTS

Brains Needed--Franklin

Appeal Taken On Copyright Adverse Rule

Hess Seeks to Upset Only Adverse Court Opinion

With several decisions in its favor upholding the contention that unlicensed exhibitions of motion pictures violate the copyright law, the Copyright Protection Bureau has appealed decision of Federal Judge Morton in District Court, Massachusetts, holding that the copyright law does not apply to films.

Judge Morton's decision in the actions brought by M-G-M and Educational against the Bijou Theatre Co. of Holyoke, Mass., is the only one where a contrary view of the subject

(*Continued on page 8*)

—"BUY RIGHT—BUT BUY NOW"—

Arbitration Clause Is Under Fire in St. Paul

ST. PAUL—Arbitration clause in the old standard form of contract is the point at issue in suit brought in District Court here by George Carisch, local exhibitor, against M-G-M. A settlement in the action is reported to have been rejected by W. M. (Bob) Workman, local M-G-M manager. The case is being handled by Sam Halpern, former counsel of the Film Board.

—"BUY RIGHT—BUT BUY NOW"—

Author Sues DeMille Over "Boatmen"

Summons in an injunction and damage suit has been filed on Cecil B. De Mille by Konrad Bercovici, through Jesse A. Levinson, the latter's attorney, over "The Volga Boatmen."

Bercovici, according to Levinson, in 1925 wrote a story from which De Mille produced "The Volga Boatmen," rights for which M-G-M is

(*Continued on page 7*)

—"BUY RIGHT—BUT BUY NOW"—

Cut in Rentals, Not Wages, Minn. Aim

MINNEAPOLIS—Wage cuts are reported as opposed by local showmen. Instead, they want a cut on film rentals and accessories. Operators are understood to have proffered wage reductions.

Hot!

Headline in Fox Dynamo: "'Bad Girl' and 'Brat' Alive with B. O. Fuel."

Chicago Union Officials Face Murder Charge

CHICAGO—Secret indictments charging murder will be sought against union operator officials here as a result of the slaying of Jacob Kaufman, Chicago projectionist, who was to have testified against the union in the state's attorney's investigation. Tom Maloy, business manager, and Tom Reynolds, president of the union, have arranged to surrender following a city-wide police search.

The arrangement was made by Mi-

(*Continued on page 8*)

—"BUY RIGHT—BUT BUY NOW"—

White Gets New Post; Film Probe Seen Dead

TORONTO—The Canadian Government announced the appointment of Peter White, K. C., as legal adviser in the Parliamentary probe into the Beauharnois Power Company's project at Montreal, starting immediately. White was the commissioner who conducted the investigation into the picture business in Canada under the Combines Act. He presented his report to the government at Ottawa in May, but no action has been taken

(*Continued on page 8*)

—"BUY RIGHT—BUT BUY NOW"—

Hughes to Send Party To Film Arctic Opus

HOLLYWOOD—Howard Hughes is sending a plane to Rockland to join the McMillan expedition and photograph the party's activities and also animal and Eskimo life in the Arctic. The film will be done in Multicolor. Glenn Kerchner is chief cameraman.

—"BUY RIGHT—BUT BUY NOW"—

Ban on Daylight Bills Sought in Wisconsin

MADISON, WIS.—Governor Phil La Follette now has before him for consideration the bill making illegal the enactment of daylight saving ordinances. A similar measure has been passed in Minnesota.

Mediocre Pictures Incompatible with Current Admissions, He Declares

HOLLYWOOD—Either pictures must be improved in quality or admission prices must drop to meet current "mediocrity."

Distribution is geared to squeeze out of the exhibitor "the last dollar he can afford."

Theoretically there is nothing wrong with circuit theatre operation, but actually the system is entirely wrong, killing off individualism and showman personality.

The plain fact is that good pictures are not coming through in numbers which justify huge theatre investments.

Big producing-company-owned theatres control so much of the playing time that if product is below par it seriously and broadly affects the theatre-going habits of the public.

Another plain fact is that no company can fill this gap. People are apt to get out of the habit of going to theatres and that's what's happening today.



Harold B. Franklin

These are among the observations of Harold B. Franklin of Hughes-Franklin Theatres commenting upon current conditions in the industry.

"The great fault with pictures," he says, "is their sameness. There is little originality. Belasco and Frohman never followed the Shuberts. Picture producers just follow one another. So far as theatres are concerned, the surface indication is that the country is over-theatred. Principally, this is due to the fact that there is not enough good pictures to go around.

"Vacant seats are due to the lack of satisfactory entertainment," Frank-

(*Continued on page 6*)

—"BUY RIGHT—BUT BUY NOW"—

Brandt to Stagger Studio Operation

Joe Brandt returned to New York from Hollywood yesterday, leaving orders at the Columbia studio to rush pictures and keep four in production at all times. He recently caused something of a stir throughout the industry when he stated that his company would not cut salaries, despite action along lines by several other companies.

Brandt's idea is to keep the studio working, thus preventing unemployment. He feels that if a steady average is maintained rather than to have

(*Continued on page 8*)

—"BUY RIGHT—BUT BUY NOW"—

Writers Seek End of Story Duplication

HOLLYWOOD—Plans to eliminate duplication of writers on a single story, screen credits and new contracts with specific conditions for staff writers and free lancers were recommended in proposals for producers at a meeting held here Monday of 200 screen writers in a report of the committee. Also included is the situation of royalties which are difficult because of peculiar selling conditions. Writers are anxious to have more originals

(*Continued on page 8*)

Patten Blasts Trade; Hays Tie-In Denied

Tom Patten may have his own ideas about bankers and the picture business. That's one thing. But when he talks, is credited with serving as an assistant to Will H. Hays, thereby giving his remarks a semi-official flavor, that's another.

Yesterday in the *New York Daily News*, Florabel Muir, writing from

(*Continued on page 8*)

—"BUY RIGHT—BUT BUY NOW"—

Film Shortage Closes Rivoli in Baltimore

BALTIMORE—Due to a shortage of suitable pictures with which to continue running, the Rivoli is closed until new product signed for on the RKO Radio programs is available. The Wilson Amusement Company advised

(*Continued on page 8*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 24, 1931 No. 21

MARTIN QUIGLEY
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JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.
Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.
London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.
Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.
Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Solons Slay Five Illinois Adverse Bills

CHICAGO—With the adjournment Saturday of the Illinois general assembly, all remaining legislation affecting the industry here died a natural death. Not a single adverse measure was enacted during the session, although five bills of this nature were introduced. Only one—the McCluggage bill requiring an operator for each projection room—progressed as far as a house vote. This bill, passed by the house, was killed in the senate committee due, largely, to the lobbying of Senator Daniel Serritella, a cousin of Al Capone's. Observers say that Serritella's activities in behalf of the bill, together with the current sensational investigation of the Chicago operators' union, influenced the Senate against the measure.

The state censorship bill was killed in committee after reaching a second reading in both houses. A bill seeking to restrict admission of children to theatres was also disposed of in committee.

The Illinois general assembly will not convene again for two years. Action on tabled measures affecting the industry is highly improbable at special sessions which may be called this fall for tax relief purposes. Jack Miller, president of the Chicago Exhibitors' Association, was the outstanding figure in marshalling the successful opposition which resulted in the defeat of the adverse industry legislation.

—"BUY RIGHT—BUT BUY NOW"—

Kutinsky, Greenfield Complete Bklyn Deal

Deal for merging of seven Brooklyn theatres has been completed by Harry Kutinsky and Dr. Leon Greenfield, the former operating four houses and the latter three. In the arrangement the following theatres are brought under one company: Paris Court, Gloria, Atlantic, Crystal, Eden, Armory and Flora.

Purely Personal

EUGENE ELMORE claims to have the only letter of recommendation signed by Marcus Loew back in the days when Loew was president and general manager of People's Vaudeville. The letter is dated in the early 1900's.

JOE BRANDT didn't mind his plane trip to the Coast, but when he was compelled to spend the final seven hours aloft in the open cockpit of a mail 'plane, some of the thrill mysteriously disappeared.

SAM RIFKIN, Washington branch manager for U. A., yesterday spent a good part of yesterday afternoon visiting local exchange friends. Sam was formerly New Jersey salesman for the company.

"BILL" ASCHMANN, Big 4's central division manager, now is in Dallas conferring with Jack Adams of the Allied Film Exchanges in the Texas city.

GRADWELL SEARS and Carl Leserman, of Warner-First National, leave Sunday for Oklahoma City. From there they will journey to Texas.

CECIL B. DE MILLE sails today for Europe on the *Ile de France*. On the same boat will be Harry d'Abbadie d'Arrast, Paramount director.

GLEN ALLVINE just managed to squeeze in some more summer planting before the rain poured on Long Beach the other night.

ARTIE STEBBINS yesterday presented his ten-year-old son, Gerald, with a $100,000 life insurance policy. A birthday gift.

"BUCK" STEFFES certainly took an unnamed "trouble-maker" to task in his speech at the New Jersey convention.

WALTER EBERHARDT is recovering from a minor operation at the Murray Hill Hospital.

HARVEY DAY is down Atlanta-way, but is due back in New York in a day or so.

BOB AND PHIL COCHRANE continue to go for tennis in a very big way.

AL LICHTMAN is off on a trip through the South.

BRUCE GALLUP did *not* play Briarcliff last Sunday.

—"BUY RIGHT—BUT BUY NOW"—

Taylor Named Col. Midwest Div. Head

Harry Taylor, veteran former Universal executive, has joined Columbia as district manager in the southern midwest division. In his new capacity Taylor will have supervision over the Oklahoma City, Dallas and St. Louis offices, headquartering at the last named.

—"BUY RIGHT—BUT BUY NOW"—

Dane and Arthur Joining Paramount

Karl Dane is now en route from Hollywood, stopping over at Chicago and arriving in New York on July 1. With George K. Arthur, who has teamed with him in pictures before, the comedian is scheduled to make comedies for Paramount in New York.

—"BUY RIGHT—BUT BUY NOW"—

U. A. Meet Ends

United Artists branch managers in the east yesterday wound up the two-day meet of the first regional convention held by the company. Al Lichtman, vice-president in charge of sales, presided with Paul Burger, eastern district manager, and other home office executives present.

—"BUY RIGHT—BUT BUY NOW"—

Change in Name

HOLLYWOOD—*The Film Spectator* has appeared in a new typographical format and, at the same time, under the title of *The Hollywood Spectator*. Robert E. Sherwood has joined the publication as associate editor.

102,367 Dates Honor Sam E. Morris in May

With 102,367 playdates reported, the Sam E. Morris Month drive during May resulted in the biggest rally by branch managers and salesmen. In the playdate contest, Harry Lustig, of Los Angeles took first honors with Nat Beier, manager of the New Jersey branch, second, and Harry Decker, Brooklyn exchange manager, third. C. R. Osborn, manager of the Montreal office, was fourth, and Eddie Goldstein, of the New York exchange, rated fifth. The metropolitan district, headed by George Balsdon, Jr., figures in three of the first five places in this drive, which took on added zest with the offering of a prize by Dolores Costello to the winner.



Sam E. Morris

Outstanding in the drive was the billing and collection section which was won by Harry Decker, manager of the Brooklyn exchange. J. Butler, of the St. John exchange, was second and N. H. Brower, of Seattle, third. C. Muehlman, of San Francisco, finished in fourth place, J. O. Rohde, of Oklahoma, fifth, and Frank Meyers, of Toronto, sixth.

The Sam E. Morris month this year saw division of the country into four parts, each sponsored by a star who contributed a prize. In the Canadian division, J. Butler, of St. John, was awarded the Dorothy Mackaill prize. Brower, of Seattle, led for honors in the Bebe Daniels competition. Harry Decker copped the Loretta Young trophy, while Arthur Weinberger, of St. Louis, won the Winnie Lightner offer.

—"BUY RIGHT—BUT BUY NOW"—

Connie Recovering

HOLLYWOOD — Constance Talmadge is recovering from her intestinal operation.

Stocks Slightly Off; W. B. Pfd Drops 2

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	6½	6	6½	+ ½	700
Eastman Kodak	142	138¾	141¾	— ¼	3,600
Fox Film "A"	21¼	20⅛	20¼	— ⅝	13,000
General Theatre Equipment new	5	4⅝	4¾	— ¼	4,700
Loew's, Inc	43⅞	42⅛	42⅜	— ⅜	18,700
M-G-M pfd	24¼	24¼	24¼	+ ⅛	100
Paramount Publix	26⅜	24¾	25	.....	26,000
Pathe Exchange	1½	1⅜	1½	.....	1,500
Pathe Exchange "A"	4½	4½	4½	— ½	100
RKO	14⅞	14	14⅛	— ⅝	20,600
Warner Bros.	9	8¼	8¼	— ¼	26,300
Warner Bros. pfd	17	17	17	—2	100

Curb Issues Show Small Gain

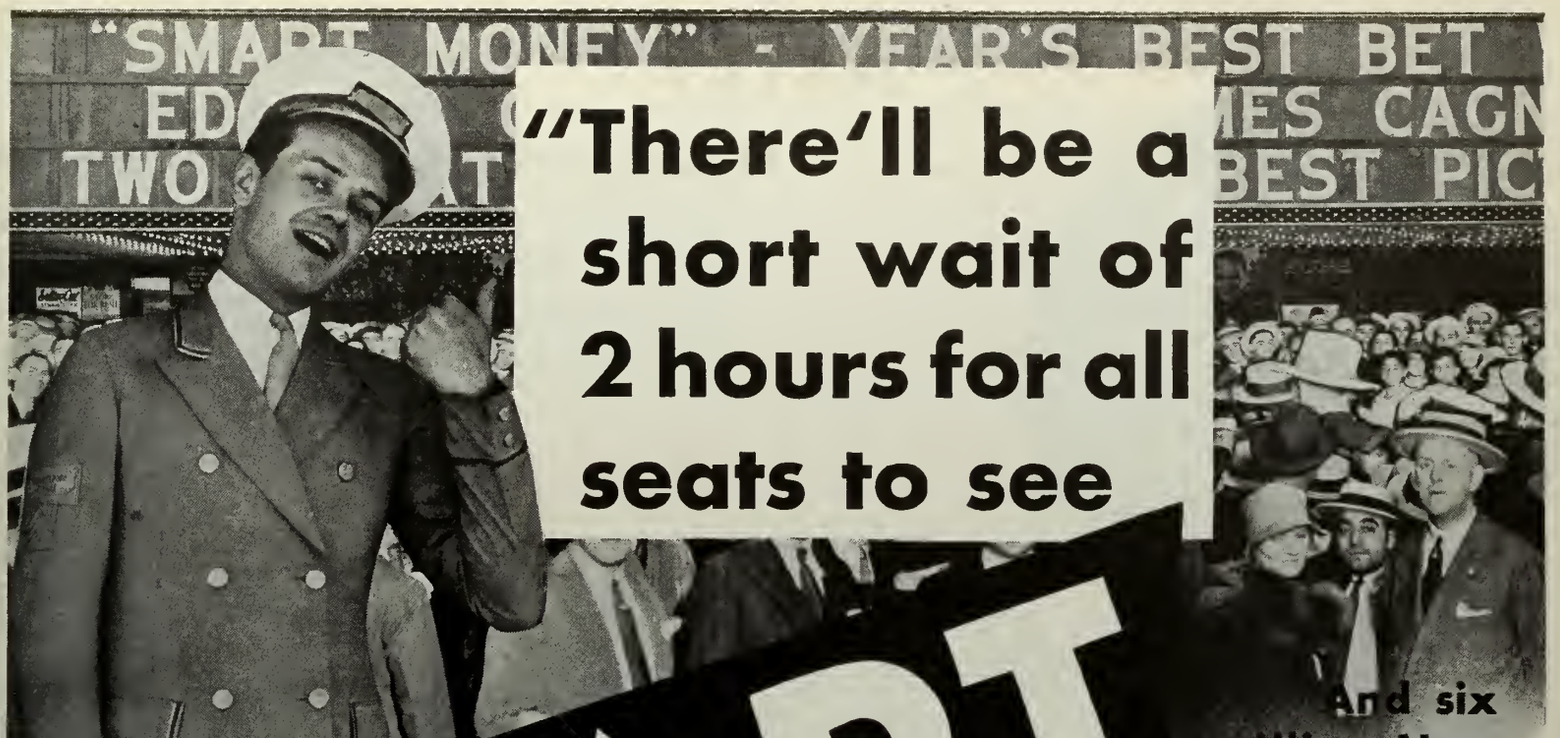
	High	Low	Close	Net Change	Sales
Columbia Pictures	12½	12⅛	12½	+2⅛	100
Fox Theatres "A"	3⅜	3⅛	3⅜	.....	800
General Theatre Equipment pfd	10⅛	9½	9½	— ⅝	3,200
Sentry Safety Control	1¼	1¼	1¼	+ ⅛	100
Technicolor	7	6½	6½	— ¼	400
Trans Lux	6¼	6⅛	6⅛	.....	500

Bonds Irregular; G. T. E. Jumps 1½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40	39½	40	+1½	17
Loew's 6s '41 ex war	97¼	97¼	97¼	+ ¼	1
Paramount Broadway 5½s '51	101	100⅛	101	+ ½	6
Paramount F. L. 6s '47	92	90¾	91½	+ ¾	18
Paramount Publix 5½s, '50	81¾	81	81	— ½	9
Pathe 7s '37 ww	88	86	86¼	—1¼	14
Warner Bros. 6s '39 wd	44¾	43	44¼	— ½	66

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SMART MONEY

And six million New Yorkers are saying they have waited FIVE YEARS for a hit like this!.....

PLAY IT DAY AND DATE *with* **BROADWAY**



ROBINSON *as a gambler who knows too much about cards and too little about blondes . . . . .*

EDW. G. ROBINSON *and* JAMES CAGNEY

And this Bevy of Beautiful Blondes

EVALYN KNAPP, Noel Francis, Margaret Livingston, Gladys Lloyd, Polly Walters

Directed by Alfred E. Green



CAGNEY *as a boy who knows too much about cards . . AND blondes . . . . .*

Screen story and dialogue by
Kubec Glasmon, John Bright, Lucien Hubbard, Joseph Jackson

More than your contract calls for

A WARNER BROS. HIT!

The ONE BIG Short Featur

52 TWO REEL COMEDIES

There's One Big Idea you can't affo to forget about short features. F eleven years there has been *just o* big organization dealing in the exclusively. Even in this day of sp

Educationa



MACK SENNETT ANDY CLYDE COMEDIES

The very humanness of Andy Clyde's "Pop Martin" characterizations has won a new and unique place for this Sennett ace. His name is on more marquees every week. It should be on yours—as the biggest comedy star name attraction of the season.

MACK SENNETT COMEDY Featurettes

"Match Play!" "He Trumped Her Ace!" "Hollywood Theme Song!" Pictures that the whole industry recognizes as short subjects of real feature merit, both as entertainment and as ticket sellers! Now here is a whole series of them.



MACK SENNETT COMEDIES

With Harry Gribbon, Patsy O'Leary and other equally well-known stars, this series will carry on the Sennett tradition. Then, too, there will be new stars. When you say "Mack Sennett Comedies" in your lights your public knows you are inviting it to a treat.

VANITY COMEDIES AL CHRISTIE PRODUCTIONS

Their bright stories, the attraction value of such stars as Buster and John West and Glenn Tryon, and the masterly Christie production, have built up for Vanity Comedies a popularity that makes this series a vital factor in your program for next season.



IDEAL COMEDIES

Audiences want more like "Crashing Hollywood," depicting the studioland capers of the Ideal Comedy Sensations, those "Hollywood Girls." Ideal Comedies will provide more of this popular type as well as other sure-fire pictures starring some of the biggest names in stage and screen comedy.

MERMAID COMEDIES

For more than a decade the name "Mermaid" has been synonymous with high speed and laughter. There is vigorous action in every Mermaid Comedy that peps up any audience. They're mighty hard to equal for laughing purposes.





TORCHY COMEDIES

TORCHY IS BACK! The popular Sewell Ford stories promise one of the most delightfully entertaining comedy series of the season. And Ray Cooke is a "Torchy" who might have stepped right out of the pages of Ford's stories of irrepressible youth. Produced by C. C. Burr at Educational Studios.



Line-up for 1931-1932

alists there's *just one* big company
fering you for 1931-1932 a program
short features that represents its
nole effort, its whole resources.
s . . .

Pictures . . .

76 ONE REEL SUBJECTS

mackSennett BREVITIES

The playground of Agua Caliente—Reno, where they grind out divorces by the minute—and ten other subjects of equal appeal. With their humor guaranteed by the great name of their producer. And all photographed in natural colors.

PAUL TERRY-TOONS

By Frank Moser and Paul Terry

Terry-toons not only bring the greatest line of laughs ever packed into any film cartoons, but they add a lilting swing of melody that your patrons just can't resist. Backed up this season by one of the greatest exploitation ideas yet. Ask about it.



LYMAN H. HOWE'S HODGE-PODGE

A medley of oddities from here, there and everywhere. Plenty of laughs, now and then a thrill, sometimes maybe a tear. But always a moving panorama of the strange or curious or wonderful from any part of the world. Edited by Robert E. Gillaum.

Romantic Journeys

Hawaii, Old Mexico, Algiers. The harems of Morocco. War dances in Samoa. Those are the dreamed-of places being shown in their natural colors by these Romantic Journeys, with their thrilling stories told by Claude Flemming, famous world traveler. Produced by Howard C. Brown and Curtis F. Nagel.



Cameo COMEDIES

Short rough-and-tumble comedies, packed with action from the jump. With popular comedians. Direction and production value on a par with the best two-reelers. When your program needs just a few minutes more of sure laughs—Cameo Comedies are the thing.

CANNIBALS OF THE DEEP

PRODUCED BY MACK SENNETT

Man-eating sharks! Leaping Tuna! Fighting marlin sword fish! Vicious battles to the death in the depths of the sea. A great new series made by Sennett in years of fishing off the Southern Pacific Coast.





Educational Pictures

"THE SPICE OF THE PROGRAM"





EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, President*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Weak Films Imperil the B.O.—Franklin

Public Won't Pay for Our Economic Troubles, He States

(*Continued from page* 1)

lin declares. "I believe it obviously impossible to maintain prices for inferior entertainment. Today's theatre prices have been elevated by mounting costs throughout the industry at the time of the greatest prosperity.

Says Exhibition Changes

"The public won't continue to pay us for our own economic troubles. Another thing, exhibition has changed. The old type of showmanship largely is gone. Roxy, Sid Grauman and many others, and I must include myself, here used to have a hand in production.

"Where are your leading personalities in show business today? Nothing is theoretically wrong with circuit theatre operation, but actually the operation is entirely wrong and kills off individualism and showman persona.ity.

"Showmanship is needed here in Hollywood because it's a direct inspiration here in production headquarters for producers, directors, actors, writers, cameramen and all concerned. A series of big theatre successes here will put production industry right up to the edge of finer and better things.

"Success or failure in the industry revolves around production," Franklin says, "therefore production methods are of deep interest to the entire industry. It is of particular importance to exhibition, because production costs are in a measure underwritten by the theatres of America. Contractual obligations guarantee the showing of feature releases from practically all studios, before completion. Because of this, the exhibition end of the industry is 'holding the bag' and is privileged to express itself on this important problem.

"As long as pictures measured up to public expectation there could be no justinable criticism. The programs of the past years as a whole have not, however, measured up to box-office expectations.

Public More Critical

"Production gave a fairly good account of itself during the early days of sound; however, the stimulated box-office was to a great extent due to public interest in sound motion pictures as a newly perfected device, and not because of the pictures shown. The first "talkies"—the first "musicals"—the first "westerns" all did business. Having passed the novelty stage, the public has become more critical, and stay away from box-offices unless pictures of merit are shown. Educated through the press, radio and good motion pictures, it demands better things in better taste. Stimulated by the exciting tempo of our times, it wants action. The silent motion picture was better able to cope with this before the coming of sound. Speech has slowed up motion pictures. It was much easier to tell a story in pantomime than in speech and action. It is not sufficient to borrow stage plays and technique—the sound motion picture must evolve a technique of its own—it must develop a literature of its own, that will interpret situations with regard to the screen's requirements, and that will 'play' naturally and with interest. Development along these lines will come from within the industry, if new talent is given every opportunity to express itself.

Lacking In Manpower

"The stress and strain through which production is now passing is due to a great extent because the industry has not developed sufficient executive manpower to keep up with the demand of everlasting change. One of the important elements in every progressive industry is its research laboratory organized to anticipate and make changes. Industry recognizes that in these transient days nothing is as constant as change. Commercial products made five years ago would not sell today. If this is true of automobiles and gas ranges it certainly must be true of motion pictures.

"Of prime necessity is a constantly new viewpoint, which can only come if the potent production executives draft into their studios talented young men, rate them as associates, and give them every encouragement. The complex requirements in the making of an entire program of motion pictures are too much to delegate to any one individual, no matter how talented.

"Producing executives must maintain personal contact with writers, directors, players and technicians to insure a quality standard. The success of most pictures depends upon the amount of time, thought and effort put into their preparation. This is impossible where one or two supervise the making of an entire program of twenty or more pictures.

Vision Is Required

"Where a studio is dominated by one individual there must be a similarity in the pictures that come from that source. Little can be done to build studio morale or loyalties where responsibilities and rewards are not shared—where there is a lack of genuine enthusiasm. Pictures that are the result of high pressure routine lack interest, and are colorless.

"They are created without vision; their characters are puppets who speak without intelligence and conduct themselves without poise, and are introduced in unnatural situations. Too much similarity in stories indicates lack of initiative. Many pictures of this type are being shown on the screens of the country. Is it any wonder that there is a fading public interest in motion pictures? If the motion picture is to hold its position as America's most popular entertainment and continue its influence, it must pull itself out of the rut and go forward with new courage.

"Top production heads with foresight will divide their responsibility with young producers, giving them free rein and encouragement. This will help to bring the fresh viewpoint so essential in a creative business. Dividing production responsibility will inure for each picture proper preparation and production. Stimulated through competitive effort, these producers will generate enthusiasm and pride in their work. Each picture will be the visible result of some individual. New contracts will attract new writers and new personalities. Through collective effort such a studio will capture that extra something that will 'feel' the public pulse.

"The most consistent production organization in the industry is one that started with plenty of producing executives. It took its place as one of the great producers and has never receded from that position."

Bid for Kids—Franklin

HOLLYWOOD—Effort should be made to sell the 40 per cent of juvenile patrons on the idea of film entertainment, Harold B. Franklin declares. "It has been estimated that over 40 per cent of our population are persons under 20 years of age. If production is to be influenced by persons of more mature tendencies, are we building for the industry the new younger patronage to whom we must look for continued progress? The injection of a youthful viewpoint is therefore necessary. The ripe and tried experience of our best production abilities and the vim and courage of a younger element will make an unbeatable combination, and will lead production into higher levels of enterprise."

—"BUY RIGHT—BUT BUY NOW"—

Famous Deal in Canada Involves 136

TORONTO—Signing of the ten-year contract between Famous Players Canadian Corp. and Fox Film Corp. assures the showing of 48 features and 104 news reels each year in 136 of the Famous Players houses throughout Canada. While this is the longest contract yet signed in the Dominion, Famous Players has various other important booking agreements. The Canadian company has a contract to show a selected list of Warner and First National features at its theatres over a period of years while its franchise with Paramount for first runs still has eight years to run.

While the contract with Fox applies to 136 theatres, Famous Players owns or controls 203 theatres in the Dominion, this total being practically one-fifth of all the theatres in the country.

—"BUY RIGHT—BUT BUY NOW"—

"Ubangi" to Roxy

The Roxy has booked "Ubangi" for a week beginning Friday. The picture, nationally handled by William M. Pizor and distributed locally by Capital Film Exchange, is one of the few state right features ever to play the big 7th Ave. theatre. The plan is to show "Ubangi" at morning and supper shows with a Fox picture as the main attraction.

Capital has also sold the picture to the Brooklyn Strand.

Mastbaum in Tough Spot; Use Pulmotor

PHILADELPHIA—In a desperate effort to check receding grosses at th. Mastbaum, the flag-ship of the Stanley-Warner chain in Philadelphia, the exploitation men have been working overtime to concoct new stunts. Last week's feature, a wedding each night on the stage, with a tie-up with local business men for the presents, proved more or less a flop, with the week grossing less than the previous two. This week, the Atenos, European aerialist troupe are giving two free shows daily on a mast erected on the lawn beside the theatre to attract crowds to the sparsely settled neighborhood.

Until recently, the quality and quantity of the Mastbaum shows have been enough to overcome the natural handicaps of the theatre's location, but the May grosses set a new low record, with various unofficial estimates that the house went into the "red" for amounts listed from $15,000 to $30,000. With the Boyd out, the Mastbaum is counted to bring in close to 40 per cent of the Stanley-Warner downtown theatre gross. Hence the natural desire to keep the weekly figure in keeping with the terriffic "nut" of the shows.

Located at 20th and Market streets, the Mastbaum is one of the pioneers in the new Rialto that is supposed to manifest itself when the new Pennsylvania Station is completed and the new Post Office and Federal Building makes its appearance in the vicinity of 30th and Market streets. Being a pioneer, it is off the beaten track of the amusement center. A Mastbaum patron knows just where he is going when he leaves home. The house has little or no opportunity for "drop-in" trade.

This location handicap has manifested itself quite definitely in the case of the Erlanger, a legit house of the Erlanger chain, located one block westward at 20th and Market Sts. This theatre has been unable to play any more than 35 per cent of its time since its erection four years ago. RKO took it for a season, but failed to make a go of it. At this section of Market street, there is no subway elevated station nearer than five blocks, while the surface service is slim, making both theatres hard of access. On account of lack of development of the section as yet, the adjoining store properties of both theatres, aimed to cut down the heavy real-estate overhead, have failed to acquire many permanent tenants.

—"BUY RIGHT—BUT BUY NOW"—

Myers Starts Circuit

DALLAS—J. W. Myers, formerly of New York, is establishing a circuit in this state and in Louisiana. He contemplates about fifteen theatres in the two states.

"Long Legs" Strong in 2nd N. Y. Stanza

"Daddy Long Legs," in its second Roxy week, gave that theatre more money on its seven days holdover than the house has been nabbing with one week stands. At $77,500, "Long Legs" was strong and sent the business for its 14 day run up to a total of $178,383.

Shearer in "A Free Soul" tapered off a bit at the Astor last week, grossing $18,410 as compared with $20,181 the week before. Over at the Capitol, the going was a bit brighter with "Just a Gigolo" on the screen and Ted Lewis on the stage, rolling up a $60,360 week, which was exactly $10,054 ahead of "Never the Twain Shall Meet," housed in that theatre the preceding week. Not much fuss is being made over "The Five Year Plan" at the Central, but the picture has consistently hung around the $10,000 mark during its run, now rounding its fourth week.

"The Smiling Lieutenant" dropped from $14,500 to $13,400 last week, which doesn't affect the steady clip the Chevalier picture is maintaining at the diminutive Criterion. With the advent of "Chances" at the Hollywood, business spurted to $16,454, which is plenty in view of the $8,736 that marked the sixth and final week of "Svengali" at that house. The Mayfair seems to have hit the doldrums for a permanent stay, managing to eke out an average these days of $15,000 on its week, "Transgression" last week actually doing $14,750.

Business at the Paramount went up $4,200 last week with "I Take This Woman" on the screen and Rudy Vallee on the stage to a gross of $57,800.

The rest of the street finds the process of parting the public from its shekels pretty tough pickings.

Estimated takings for the week ending June 18:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 3rd week, 7 days. **Gross:** $18,410.

"JUST A GIGOLO" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show, Ted Lewis and his Jubilee Jamboree. **Gross:** $60,360.

"FIVE YEAR PLAN" (Amkino)
CENTRAL—(910), 50c-$1.50, 3rd week, 7 days. **Gross,** $10,200.

"SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, 4th week, 7 days. **Gross:** $13,400.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,559.

"CHANCES" (F. N.)
HOLLYWOOD—(1,549), 65c-85c, 7 days. **Gross:** $16,454.

"TRANSGRESSION" (Radio)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $14,750.

"I TAKE THIS WOMAN" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, headlining Libby Holman and Rudy Vallee and his Connecticut Yankees. **Gross:** $57,800.

"ANIMAL CRACKERS" (Para.) and "ALL QUIET ON WESTERN FRONT" (Univ.)
RIALTO—(1,904), 40c-$1, 7 days. **Gross:** $4,500.

"NIGHT ANGEL" (Para.)
RIVOLI—(2,103), 40c-$1, 7 days. **Gross:** $23,400.

"DADDY LONG LEGS" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days, 2nd week. Stage show. **Gross:** $77,500.

"BIG BUSINESS GIRL" (F. N.)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $11,838.

"THREE LOVES" (German)
WARNERS—(1,490), 35c-75c, 3 rd week, 7 days. **Gross:** $3.594.

"THE MALTESE FALCON" (Warners)
WINTER GARDEN—(1,493), 35c-$1, 3rd and last week, 7 days. **Gross:** $24,000.

Looking 'Em Over

"Full of Notions"
(Radio)

HOLLYWOOD—The manner in which a preview audience roared with glee at this new Woolsey-Wheeler vehicle stamps it as one of the funniest of their pictures. Much of the credit is due to Douglas MacLean, associate producer, who wrote the story, and to Ralph Spence for his dialogue.

Dorothy Lee, who has appeared with this comedy duo in a number of productions, was greeted with a round of applause when she made her first appearance on the screen. There are two good song numbers which make happy interludes. Jason Robards made a hit as the villain of the story. William A. Seiter directed and kept the laughs rolling along.

Short Subjects

The Lure of Hollywood
(Educational)

Portraying the tough experiences of extras seeking work in the studios. Just as two girls are about to return home, after trying unsuccessfully to get into film work, they get a lucky break and are hired, only to be fired when a boy friend, jealous of the attentions being paid to them by the male star, played by Bryant Washburn, starts to hurl pies. Not in the old days have so many pies been used in a comedy. Directed by William Goodrich. Running time, 20 minutes.

Strange As It Seems No. 9
(Universal)

The magazine of the screen lists a number of oddities in Multicolor, the features of this issue consisting of a woman and her daughter who have twelve feet of hair between them; a Wisconsin attorney with a beard which he swears he'll not snip off until prohibition is knocked out; the cobra plant which eats flies, mice and other vermin; an East Indian who allows himself to be buried for three hours; two women who operate a telephone company in Washington, and Gov. Ralph Rolph, Jr., of California, who always wears boots, doffing them and donning them for the benefit of his audience. Running time, 10 minutes.

Blue Grass Kings
(RKO Pathe)

A Grantland Rice Sportlight dealing entirely with racing horses. A number of important runners are shown in addition to a trip to the C. V. Whitney farm at Lexington, Ky., and the C. V. Whitney stables at Belmont, N. Y. For a crack windup the classic derby at Churchill Downs, Louisville, is shown. Will certainly please turf fans and for others will probably prove interesting. Running time, 10 minutes.

Blues
(Educational)

This Terry-toon is laid in the South, with human and animal characters bursting into song at frequent intervals. It is on a par with former cartoons of this series. Running time, 6 minutes.

Trouble from a Broad
(RKO)

Ford Sterling and Lucien Littlefield work hard to garner what laughs there are in this concoction of the reunion of a group of former army officers. The gags center about Fifi, the French dame who is true to the whole army, and who becomes annoying when inadvertently told to use Sterling's room in the hotel. Occupying adjacent rooms and accompanied by their wives, the fun gets going when the men try to get rid of the girl, only to have their spouses spy her. Running time, 10 minutes.

Fisherman's Luck
(RKO Pathe)

An Aesop Fable with plenty of novel ideas, especially the scenes under water where the fisherman is taken for a ride—an enjoyment ride—and meets his light of love in the form of a fish. Synchronizing is well done with a number of catchy and melodious tunes. Running time, 10 minutes.

Monkey Business in Africa
(Sennett-Educational)

A travesty on African adventure pictures, with Andy Clyde, Marjorie Beebe, Frank Eastman, Luis Alberni and George Gray furnishing the laughs. Clyde heads a picture company that invades Africa for authentic local color, and encounters funny adventures with lions, alligators, snakes and the like. Running time, 22 minutes.

On the Spot
(RKO)

Humanette No. 12 and using the gag of the reporter sent out on a scoop and then delivering it over the phone to the wrong paper. Done in the usual style with the actions of the heads coordinating with the movements of the miniature costumes. Eddie Border has a fast line of patter. Running time, 10 minutes.

The Bandmaster
(Universal)

Oswald, the lucky rabbit, leads a German band in this short, which strays from its original theme and includes some gags that wring laughs from an audience. Running time, 6 minutes.

She Snoops to Conquer
(RKO Pathe)

Daphne Pollard is again seen doing her usual stuff—that of the practical nuisance. In this number she joins the women's police force and sets out to put an end to all vice. She pulls a couple of boners and that ends her affiliation with the department. Running time, 20 minutes.

—"BUY RIGHT—BUT BUY NOW"—

Warners Sign Team

The team composed of Thelma White and Fanny Watson, known as "The Girl Friends," has been signed by Warners to star in six of the twelve two reel "Big Star Comedies" to be produced by Vitaphone. Thelma White has already appeared in eight shorts made during the current season at the Brooklyn Vitaphone Studio.

'Stepping Out' And Topsy Hit Top in Cincy

CINCINNATI — Whether it was "Stepping Out" on the screen, or Rosetta ("Topsy") Duncan plus a good bill on the stage, or a combination of both, that kept the turnstiles clicking at the RKO Albee is not known. The fact remains, however, that this ace house again ran away with the field, as it has done for the past several weeks. The intake hit $24,260, topping par by $2,260.

All of the houses except two went better than average, although the two exceptions were only a comparatively few dollars shy of the mark.

Comparisons of figures show that business is running far ahead of similar periods of last year.

Estimated takings for the week ending June 19:

"THE PRIVATE SECRETARY" (German)
ERLANGER GRAND OPERA HOUSE—(1,600), 30c-50c, 7 days. **Gross:** $4,750. (Average, $4,500.)

"SIX CYLINDER LOVE" (Fox)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $5,000. (Average, $4,500.)

"STEPPING OUT" (M-G-M)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville with Rosetta Duncan headlined. **Gross:** $24,260. (Average, $22,000.)

"VICE SQUAD" (Para.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $12,433. (Average, $13,000.)

"TOO YOUNG TO MARRY" (F. N.)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,288. (Average, $1,950.)

"THE TWO-GUN MAN" (Tiff.)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,232. (Average, $1,050.)

"YOUNG SINNERS" (Fox)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $11,870. (Average, $12,000.)

"WOMEN OF ALL NATIONS" (Fox)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $13,718. (Average, $14,000.)

"OTHER MEN'S WIVES" (Warners)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,064. (Average, $3,500.)

Wrong Title

In the Montreal box-office reports, published Monday, the title of the picture playing at the Princess Theatre was given as "Easy Money." It should have been "Meet the Wife."

—"BUY RIGHT—BUT BUY NOW"—

Author Sues DeMille Over "Boatmen"

(Continued from page 1)

allegedly seeking as a talker remake with Lawrence Tibbett.

De Mille discarded the original and re-wrote it himself, according to claims made by Bercovici, who now sues for $50,000 damages on the strength of the reputed De Mille statement. The injunction is to prevent sale of any of the rights in the story.

The office of Nathan Burkan, representing De Mille, has no comment to make.

—"BUY RIGHT—BUT BUY NOW"—

Managers Switched

HAMILTON, Ont.—Famous Players Canadian corp has made two managerial changes here. Robert Knevels, formerly manager of the Tivoli, has been appointed manager of the Capitol in succession to Leonard Bishop, resigned. E. E. Geyer, of the Toronto head office staff, has been appointed manager of the Tivoli. Bishop previously had theatres in Ottawa, Calgary and Winnipeg.

Twin Bill Ban Seen As Aid To Chi Offices

Chicago exchange mangers are looking forward to September 1, the date set by independent and circuit owners for dropping double features, which is expected to prove a great stimulant to business there, Joe Vergesslich, Chicago branch manager for Warner-First National, now in New York, told MOTION PICTURE DAILY.

In the first place, the distributors will be able to get more money for their product when the twin-bill policy is curtailed, he said, and with all theatres playing single bills, these features will have to stand on their merits. Exhibitors will choose product they think best and in the long run will benefit by elimination of a feature from double film programs, he believes. Vergesslich said that there is only one house in Chicago playing triple films and this policy will also be stopped on September 1.

Vergesslich returns to the Windy City either Thursday or Friday after winding up details on the Balaban and Katz deal with home office executives.

—"BUY RIGHT—BUT BUY NOW"—

White Gets New Post; Film Probe Seen Dead

(*Continued from page* 1)

by the Federal authorities and the time limit for Parliamentary action on that report has expired. The switching of White to the Bauharnous inquiry, which is the latest political football, is taken to mean, in some quarters, that the film probe is a thing of the past.

—"BUY RIGHT—BUT BUY NOW"—

Patten Blasts Trade; Hays Tie-In Denied

(*Continued from page* 1)

Hollywood, quoted Patten as stating the bankers were ready to move in as part of a potential plan to revamp the industry on a United States Steel plan. Among other statements attributed to him was comment, considered not so nice, about producers and relatives and fat jobs.

The Hays organization officially disclaimed Patten and his alleged connection. "He was secretary of the California association eight years ago and now, after a long period of silence, appears in print as a 'deputy extraordinary' to Will Hays. This is not the truth," a Hays spokesman said.

—"BUY RIGHT—BUT BUY NOW"—

Writers Seek End of Story Duplication

(*Continued from page* 1)

used instead of plays and novels, it is learned, and recommend more efficient story readers at increased salaries. The committee's report will be submitted to producers next week with meeting expected to follow between the two groups. Rupert Hughes presided at the meeting.

—"BUY RIGHT—BUT BUY NOW"—

Marilyn Recovering

HOLLYWOOD — Marilyn Miller is rallying at Hollywood Hospital following an operation for appendicitis.

Want Sunday Shows

Cleveland—Petitions containing 9,014 signatures asking for Sunday shows in Cleveland Heights were presented to the Heights council. George Harthorne, city solicitor, stated that the issue will be formally presented to the council on June 29. Theatre owners in Cleveland Heights declare that practically 66 per cent of the Heights voters favor Sunday movies.

Quebec Tightens School Censorship

MONTREAL—Censorship of pictures for presentation in parish schools and church halls in the province of Quebec has been tightened considerably by the new chairman of the censor board. Censorship of this type has been largely a matter of form, but the recent protests of exhibitors, in whose theatres children under 16 cannot be admitted, that some of the pictures shown were not fitted for juvenile minds, resulted in the censors' action.

—"BUY RIGHT—BUT BUY NOW"—

Large Ottawa House Changes Name, Policy

OTTAWA—B. F. Keith's is scheduled to close at the end of June for general remodelling and will re-open August 2 with an entirely new policy under the name of the Capitol. The house, which is the largest in the Canadian capital with its 2,592 seats, was opened ten years ago as a Loew theatre, but was acquired by Keith-Albee interests six years ago when Joe Franklin took charge. For two years it has presented pictures exclusively.

—"BUY RIGHT—BUT BUY NOW"—

Buys Halliday Contract

HOLLYWOOD—John Halliday's contract has been purchased from Warners by William Le Baron, Radio production head. He will first appear in "Consolation Marriage," starring Irene Dunne.

—"BUY RIGHT—BUT BUY NOW"—

Mertz Back at Cleve.

CINCINNATI—Al Mertz, who was recently transferred here from Cleveland to manage the RKO exchange, has been transferred back to Cleveland to his former position as manager. Ralph Kinsler succeeds Mertz here.

—"BUY RIGHT—BUT BUY NOW"—

Hamilton Rialto Closed

HAMILTON, O.—The Rialto, which Paramount recently acquired through lease, has been closed and may be converted into a business room. No announcement has been made as to future of the Regent, vaudefilm, acquired in the same deal. The house has been dark for past year.

—"BUY RIGHT—BUT BUY NOW"—

Hutchinson Promoted

OKLAHOMA CITY—Warners have appointed Robert Hutchinson general manager of all their theatres in this city, succeeding Leto J. Hill, resigned. Hutchinson was manager of the Liberty many years.

Chicago Union Officials Face Murder Charge

(*Continued from page* 1)

chael Ahearn, Al Capone's personal attorney. Four other union officials were arrested Sunday but their apprehension was kept secret to prevent release on habeas corpus proceedings. They are: Danny Station, alleged Capone racketeer facing a Wisconsin murder charge in the killing of Jack Zuta, gangster, last summer; Ralph O'Hara, assistant to Tom Maloy; Jack Quinn and Edward Donovan, union organizers. All of them were scheduled to go before the Grand Jury Tuesday.

Assistant State's Attorney Charles Lounsbury and Charles Bellows are after murder indictments. Meanwhile, the union is reported to have met secretly and authorized officers to use funds, estimated at $250,000, to oppose prosecution of officers and the investigation.

Nine witnesses, whose identity has been guarded to prevent possible mishap have been summoned to tell the grand jury of the Kaufman murder and furnish a description of the slayer. Kaufman was a member of the operators' union here for 15 years but four years ago campaigned for Henry Gusenberg in the union against Maloy. Since he has been regarded as an insurgent punished by frequent unemployment and assignments to low pay theatres.

At the time of the last election, Maloy is said to have heard that Gusenberg's brothers, alleged gangsters, planned to control the balloting by force and so asked for police protection. Coppers with rifles and machine guns stood guard while Maloy was elected. A few months later Frank and Peter Gusenberg, who were said to be identified with the "Bugs" Moran gang, were among the victims in the St. Valentine's day massacre.

Kaufman remained an insurgent and was to have testified Monday against the union. His assassination reopens the murder of Patrick Kind, brother-in-law of the Gusenbergs and a projectionist, who was shot two years ago in a vacant building adjoining union headquarters.

The grand jury investigation is progressing, meanwhile. Union members are said to have been instructed to resist arrest unless served with a warrant or grand jury subpoena.

"I will take by the ears any member I want," Lounsbury declares.

Maloy's Brother Also Under Fire in Chi

CHICAGO—The Cook County June grand jury, hearing racket and conspiracy testimony against the Chicago operators' union, has recommended that Assistant States Attorney Charles E. Lounsbury present a portion of his evidence to the civil service commission for possible trial charges against Joe Maloy, head of the city's operators' permit department.

Maloy, who is a brother of Tom Maloy, business manager of the Operators' Union, is charged with being the key man in the union officials' revenue racket by the state's attorney's office. He is charged with having issued operators' permits indiscriminately and even fraudulently, with the newly licensed men returning ten per cent of their salaries to the union, of which they were not members, but who issued them special working permits.

The testimony of 11 operators has been heard thus far in the course of the investigation. One operator was reported to have testified that he could not read or write and took the examinations with the aid of an experienced operator. Another operator testified he had listed two Seattle theatres which did not exist as references for his apprenticeship. A city ordinance requires that operators have a minimum of one year's experience in a theatre before being licensed.

It was estimated that Tom Maloy collected $300,000 annually from the permit men.

Appeal Taken On Copyright Adverse Rule

(*Continued from page* 1)

was expressed by any court. It was made not after a trial but upon a preliminary motion made shortly after the actions were instituted; and an appeal has been taken.

According to Gabriel L. Hess, attorney for the distributors in these matters, Judge Morton based his decision upon the fact that motion pictures were commercially unknown at the time the Copyright law was enacted in 1909. Hess stated Judge Morton overlooked the fact that motion pictures were not only copyrightable before 1909, but that court decisions previous to 1909 had sustained their right to copyright, citing Edison vs. Lubin, 122 Fed. 240 (1903) and American Mutoscope etc. vs. Edison Mfg. Co., 137 Fed. 262 (1905).

—"BUY RIGHT—BUT BUY NOW"—

Brandt to Stagger Studio Operation

(*Continued from page* 1)

production proceed by spurts that the studio can be kept open the year round.

"This is an experiment to stagger production over an entire year," Brandt told MOTION PICTURE DAILY yesterday. "I don't know how it will work out, but we're going to try it."

HOLLYWOOD—Al Brandt, brother of Joe, is reported improved. He is suffering from cancer.

—"BUY RIGHT—BUT BUY NOW"—

Film Shortage Closes Rivoli in Baltimore

(*Continued from page* 1)

Frank Price, Jr., manager of that playhouse, to close June 19 at midnight to remain closed until July 18.

Price gave notice to all newspapers and others interested as soon as he returned from New York, where he attended the convention of the Advertising Federation of America.

—"BUY RIGHT—BUT BUY NOW"—

Okays Stench Bomb Bill

AUSTIN, Tex.—The governor has signed the stench bomb bill. The new law will impose heavy fines and jail penalties on parties found guilty of setting stench bombs in theatres henceforth.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 22 NEW YORK, THURSDAY, JUNE 25, 1931 TEN CENTS

Give Wanger "Liberty" and Lots of Dough

Relations With Para. Are Entirely Severed

Several things have happened to Walter Wanger in the last few days:

1—He is all through at Paramount. Which means that, for the moment at least, he is out of work.

2—A two-year contract signed on April 28 which, when drafted, included a number of financial provisions covered in his old agreement has been settled for cash, aggregating somewhere between $400,000 and $500,000. While Wanger has no office to report to this morning, his bank account, on the other hand, is very sizably swelled.



Walter Wanger

Nathan Burkan, who represented

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Zoning Problem Is Cause of Coast Wait

HOLLYWOOD—General buying movement here is delayed by the zoning problem. Fox West Coast hasn't made its new demands and most exhibitors are stalling on the question. The M. P. T. O. A. is not represented here and the Allied organization heads are advising against buying until fall to avoid "cutting one another's throats."

F.W.C. Buys in June, July, Oldknow States

HOLLYWOOD — Oscar S. Oldknow says Fox West Coast Theatres now is negotiating for new season's releases, in connection with the "Buy Right But Buy Now Movement." The custom of the company for the last several years has been to buy during June and July and there is no reason to end this policy now, he states.

"BUY RIGHT—BUT BUY NOW"

National Supply Cuts Range from 10 to 33

Price cuts of National Theatre Supply Co., effective July 1 range from ten to 33 1-3 per cent, the company

(*Continued on page 2*)

Stocks Rally

Motion Picture stocks participated vigorously in the stock market rally Wednesday, heavy buying coming into RKO, Paramount and Fox when the general market turned upward.

Eastman Kodak enjoyed a characteristically wide run-up, while there was a heavy turnover in RKO, which closed 2 points higher. New highs on the current rally were reached by Paramount, Fox and General Theatres, while on the curb market, General Theatres preferred, Fox Theatres and Trans-Lux were well taken at rising levels. Amusement bonds participated in the general improvement, General Theatres convertibles featuring.

Milliken Out In Huff Over Church Stand

WASHINGTON—Carl E. Milliken is reported resigning from the administration board of the Federal Council of Churches of Christ in America. The reason is criticism of the Hays organization by the church organizations.

Milliken is understood to have resigned because of a forthcoming report on activities of the council criticising the Hays organization. This report is said to have been prompted by payments to members of religious

(*Continued on page 2*)

BRIBERY CHARGED IN CHI UNION JAM

Maurice Gets New Contract R-i-g-h-t N-o-w

Maurice Chevalier's old contract with Paramount has been torn up and a new one signed which, it is understood, calls for a series of six or more pictures. Thus comes to an end speculation, rife for several months, that the French comedian might hang his hat elsewhere.

Chevalier had three pictures to make under the terms of the contract which antedated the new pact and these, he told MOTION PICTURE DAILY last January when reports had it he might

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Conspiracy Charged To Detroit Co-op

DETROIT—Conspiracy and discrimination are charged against the Co-operative Theatre Service Corp., Ray Moon, Carl W. Burmele, Ben and Louis Cohen in suit brought against the exhibitors' buying combine by Fine Arts Amusement Co., headed by Jacob Schreiber.

Schreiber charges the co-operative with using his offices to buy film away from him and for the Cohen brothers. He also charges the organiza-

(*Continued on page 2*)

Operators Tried to Buy Off Prosecutor, Is Allegation

CHICAGO — Officials of the operators' union here attempted to bribe attaches of the state's attorney's office, it is charged, to reveal who was giving information against the union and who originated and pressed the current investigation.

Tom Maloy and Tom O'Hara, union leaders, are said to have admitted drawing more than $20,000 annually from the union but deny that the unions $250,000 fund was made available for obstructing the investigation and the prosecution of the union and its officers. However, the sum is reported available for the union's defense.

Joe Maloy, brother of Tom and head of the city's licensing department, was called before the Grand Jury to testify as to his activities in granting operator licenses.

Grand Jury to Probe Operator Slaying

CHICAGO—The two Toms, Maloy and Reynolds, of the operators' union are to go before the Grand Jury today for quizzing on administration of affairs of the union. There have been no significant developments in the investigation into the murder of Jacob Kaufman, projectionist, who was slain on the eve of his scheduled testimony in the inquiry into union affairs on charges of racketeering.

Crawford Johnson, Dave Green and

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

See Moral Gain in New French Ruling

Indications that the French Government will remove all restrictions against imports of American films were hailed by the export trade in New York yesterday as a potential moral victory.

Actually, American distributors

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Wisconsin Unit Put On Plan by Allied

MILWAUKEE—Fred S. Meyer, president of the M. P. T. O. of Wisconsin, against whose re-election an ultimatum was issued by Allied States

(*Continued on page 4*)

"Buy Now," Urges Lightman

MEMPHIS—Why M. A. Lightman, president of the M.P.T.O.A., subscribes to the "Buy Right—But Buy Now" movement:

"One outstanding means of relieving depression is for everyone to lend as much support to business activity right now as possible. Exhibitors must ultimately buy, so there is nothing to be gained by delaying if prices are fair and the contract equitable.

"But one outstanding reason for buying now, if prices are right, is the undeniable fact that sound pictures should be played new. Exhibitors buying now have the advantage of booking product immediately, thus stimulating summer business as well as being up on releases and thereby making a healthier condition for both the distributor and himself.

"It is easier to keep up with the race by starting when the bell rings than to catch up later."



M. A. Lightman

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 25, 1931 No. 22

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Off the Record

IT'S not only on home ground that Maurice Chevalier makes a hit with women. The Paramount foreign department knows from figures what he means from a sales viewpoint

•

His new deal with Paramount for six or more pictures recalls an experience Joe Seidelman went through some time ago when a report reaching the Paramount home office had it that no French version of a then-in-production Chevalier feature was to be made.

•

Joe literally tore through the executive offices in his rush to reach Adolph Zukor where he immediately launched into a sales talk, backing his arguments with figures. All of the effort went to naught, however, for the yarn that made Joe excited proved false.

•

The cashier at the Warner theatre looks awful sad these days.



Hy Daab's fine institutional copy socking depression.

National Supply Cuts Range from 10 to 33

(*Continued from page* 1)

states. The move is an effort for downward revision in prices of theatre supplies and follows economies effected in production and distribution, National declares.

J. I. Roberts, company sales manager, says that the firm's sales have held up "remarkably well" during the past six months.

"In a majority of our branches a marked increase in sales have been shown," he says. Such economies have been effected in both manufacturing and distributing costs, that with a substantial general increase in volume of business, it is now possible for us to pass along to the exhibitors the benefits of permanently lower prices on a number of staple supplies and accessories."

Current with this move for adjustment in consumer cost, the company also announces the completion of distributing arrangements on several new lines of theatre equipment, the demand for which they claim, will materially augment their sales volume and thus tend to make further price revisions probable.

"BUY RIGHT—BUT BUY NOW"

Maurice Gets New Paramount Contract

(*Continued from page* 1)

join Warners, were to be finished this year. One of "the triumvirate," "The Smiling Lieutenant," is completed.

The French star is one of the mainstays of Paramount's program here and abroad. "The Love Parade" is understood to have grossed about $1,000,000 in France and French-speaking countries alone.

"BUY RIGHT—BUT BUY NOW"

Conspiracy Charged To Detroit Co-op.

(*Continued from page* 1)

tion with using information given by him in buying pictures for the Cohens. Moon is manager of the co-operative and Burmele is his assistant.

"BUY RIGHT—BUT BUY NOW"

Paramount Improvements

HOLLYWOOD—Paramount is starting to build new sound stages and a shop.

See Moral Gain In New French Ruling

(*Continued from page* 1)

have been experiencing little trouble in France in view of the current regulations which allow in free sixty per cent of the total 1927 imports. This restriction has been liberal enough to accommodate the requirements of the industry in that market.

But morally, the case is different in that the French move is regarded as giving the American trade "a front" which may prove to be important before governments which now have quotas in force or where such moves may be considered in the future. It was said in one quarter yesterday that the French move was hot so much designed to demonstrate friendliness toward American films as it was a slap at Germany.

"BUY RIGHT—BUT BUY NOW"

RKO Offers Trip

A free vacation trip to Europe and a ten-day stay abroad with all expenses paid is being offered to the RKO theatre manager whose box-office shows the biggest increase for the month of July. A plan of campaign has been outlined for the managers competing for the honor award.

French Theatre Deal For Operation Only

PARIS—The deal between Gaumont and Pathe Natan is not a financial merger, but an agreement on operation.

In addition to the 250 houses jointly controlled by the two organizations, approximately 100 additional theatres are embraced through booking arrangements. A central booking exchange is in the offing.

Both companies will continue to maintain their separate producing units, but an exchange of talent is provided for in the operating arrangement recently closed.

"BUY RIGHT—BUT BUY NOW"

New Story for Arliss

"A Successful Calamity," the play by Claire Kummer in which William Gillette appeared some seasons ago under the management of Arthur Hopkins, has been purchased for screen uses by Warner Bros. The story will be assigned to George Arliss.

"BUY RIGHT—BUT BUY NOW"

Franklin Gets "U" House

HOLLYWOOD—Harold B. Franklin Wednesday was to have signed a lease for the theatre Carl Laemmle is building at Hollywood and Vine Streets.

Entire Market Rallies; 57,900 Sales for W. B.

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7½	6⅛	7¼	+ ¾	1,600
Consolidated Film Industries pfd	15	14½	14⅝	+ ⅞	800
Eastman Kodak	148½	140¾	148¼	+6½	7,000
Fox Film "A"	22⅜	20½	21⅞	+1⅝	39,700
General Theatre Equipment new	5¼	4⅞	5	+ ¼	12,200
Loew's, Inc.	45⅜	43¼	44¾	+2⅜	23,600
Paramount Publix	27⅞	25⅝	27¼	+2¼	47,600
Pathe Exchange	1⅝	1½	1⅝	+ ⅛	2,400
Pathe Exchange "A"	5⅞	4¾	5¼	+ ⅝	3,100
RKO	16⅞	14½	16⅛	+2	93,700
Warner Bros.	9⅛	8½	8¾	+ ½	57,900

Curb Issues Follow Stocks; Col. Up 3⅛

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	12	10½	12	+3⅛	300
Fox Theatres "A"	4	3¼	3¾	+ ⅝	4,500
General Theatre Equipment pfd	11	9⅞	10½	+1	4,200
Technicolor	7¾	7	7	+ ½	800
Trans Lux	6½	6⅛	6¼	+ ⅛	1,700

Bonds Also Active; Pathe Gains 4¾

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	41	40	41	+1	13
Loew's 6s '41 ex war	97¼	97¼	97¼	.....	1
Paramount Broadway 5½s '51	101	100⅞	100⅞	— ⅛	9
Paramount F. L. 6s, '47	91½	91½	91½	.....	2
Paramount Publix 5½s '50	81½	81	81½	+ ½	4
Pathe 7s '37 ww	91	85¾	91	+4¾	66
Warner Bros. 6s '39 wd	44¾	43	44	— ¼	30

Milliken Out In Huff Over Church Stand

(*Continued from page* 1)

groups. Such practices, it was stated, undermine public confidence in pictures. The "honorarium" to members of the council is not so good for the morale of the organization, it is stated.

Milliken, a member of the council, has not attended meetings since a year ago. Since that time, it has been intimated that his resignation would not be unwelcome.

A counter blast is promised by the Hays organization to the Milliken situation. This, it is said, will take the form of a declaration that various members of the council are on the payroll of commercial organizations.

Milliken at present is on the Coast.

"BUY RIGHT—BUT BUY NOW"

Peace Pact

LONDON—Committees of the Cinematograph Exhibitors' Association and the Kinematograph Renters' Society are expected to meet shortly to iron out difficulties in the trade relations between the exhibiting and distributing divisions of the British industry.

"BUY RIGHT—BUT BUY NOW"

Daylight Projection

ALBANY—Motion Pictures in Daylight Corp., has been organized with a capital of $50,000. The firm plans to place on the market a projection machine which will show pictures in daylight. Headquarters will be in New York.

"BUY RIGHT—BUT BUY NOW"

Declares Dividend

Mansfield Theatres, Ltd., have declared a regular semi-annual dividend of $3.50 on its preferred stock payable July 31 to stock holders of record June 30.

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M.
Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
729 7th Ave. BRyant 9-5721

ASK METRO-GOLDWYN-MAYER!

Tear out this page, indicate which ads you want and we will furnish mats of this Astor Theatre campaign now running to S.R.O. business in New York. Address Advt. Dept. M-G-M, 1540 B'way, N. Y. C.



















Give Wanger "Liberty" and Lots of Dough

(*Continued from page* 1)

Wagner in the settlement, refused to discuss terms yesterday. As a matter of fact, he didn't even say Wanger was through, but described the situation as one which placed Paramount's former general manager of production "at liberty."

Jesse L. Lasky, reached late yesterday afternoon, had nothing to say. Elsewhere, it was learned by MOTION PICTURE DAILY a formal statement is to be issued today.

Wanger has been identified with Paramount for years and, for some time now has borne the title of general manager of production. Under his new two-year contract, it is understood, he was to be in complete charge of all studio activity, no matter where centered. This, the inside story alleges, placed his authority over all other officials of the production department and made him responsible only to the company's board of directors.

This situation is declared to have brought to the fore once again the long-standing rivalry between the East and the West studios, as represented by Wanger and B. P. Schulberg, respectively. The recent Denver meeting at which S. R. Kent, Emanuel Cohen and Schulberg were present, was called for the purpose of informing the latter that a change in plans had been made by which production would be centered under him and not Wanger. These are the background facts understood to have led to the difficulties between Paramount and Wanger, resulting now in severance of the latter's relations with the organization.

"BUY RIGHT—BUT BUY NOW"

Four Theatres Taken Over by Butterfield

DETROIT—W. S. Butterfield theatres, Inc., enterprises has taken over the Holland, Strand and Colonial in Holland, Mich. and the South Haven, in South Haven, Michigan. Henry Carley, who formerly operated the Holland theatres, will operate the theatres in Allegan and Otsego.

Kids' Cheers Bring Gang Ban

CHICAGO—The city of Evanston, Chicago's largest north shore suburb, banned the exhibition of gangster pictures this week. The action was taken at the instigation of Police Chief F. O. Freeman, who said he visited an Evanston theatre where a gang picture was showing and witnessed small boys cheering for the gangster characters.

Wisconsin Unit Put On Plan by Allied

(*Continued from page* 1)

Association, insisted upon carrying out the wishes of the Hays organization in reference to zoning and protection, Allied charges in a statement on the recent Milwaukee meeting.

"The abrupt cessation of activities calculated to help the independent theatre owners, together with a falling off in cooperation with Allied, caused many of the independent members to withdraw and form 'The Allied Independent Theatre Owners of Wisconsin,'" Allied's statement says.

"The recent much heralded action of the M. P. T. O. of Wisconsin in withdrawing from Allied is the natural and expected development in that State and clears the way for a realignment that will greatly benefit the independent theatre owners.

"The fact that the action of the M. P. T. O. was taken on the motion of one Trampe (believe it or not!), president of the Film Board of Trade, tells the whole story of the decline and fall of the older Wisconsin organization.

"A few independent exhibitors still are connected with the M. P. T. O. who will always find a welcome in the Allied ranks. There is no place there, however, for the Meyers, Fitzgeralds and Trampes."

"BUY RIGHT—BUT BUY NOW"

Epics Plans Four Single Reel Series

Talking Picture Epics will have four new series of single reel shorts for the coming season under the heading of "Great American Cities," "Wanderlust," "Character Studies of Strange People and Strange Places" and the "Ditmars" series. In addition there will be six one-reel special pictures of the Northwestern territory of the United States showing all industries and historic places of interest and 26 novelty one-reel subjects to be announced later.

Alicoate, Muller and Baum in Billiard Tilt

In the presence of a real billiard fan gallery, Jack Alicoate yesterday defeated Bruce Gallup by a score of 125 to 115 and won a place by the side of Herbert Muller and Lou Baum for the lead in the Class A division of the tournament now under way at the Motion Picture Club. The three contestants have already won medals and are to contest for the lead in their division.

Muller had defeated Meyer Shapiro by a score of 125 to 97 and Baum licked Herman Zohbel by a score of 125 to 124 which placed them in the winning class.

Morris Kutinsky defeated O. R. McMahon by 100 to 82; Milton Blumberg licked Arthur Abeles by 100 to 47 and Lee Ochs conquered George Dembow with a run of 100 against his opponent's 97. They, therefore, head Class B.

Kutinsky and Blumberg are now to play a match and Ochs plays the winner. The loser of the second match wins second place in the division. George Dembow plays the loser for third place.

"BUY RIGHT—BUT BUY NOW"

London Hears Gloria Holds Two Contracts

LONDON—Gloria Swanson is operating under two contracts, according to *Today's Cinema.* Under terms of one she makes two a year for United Artists and in between is permitted to make a picture on her own. Distribution of the "on her own" picture appears to be a secret.

The same paper reports "Queen Kelly," Gloria's last silent picture, will be distributed abroad and perhaps in the United States, the latter decision depending on the picture's reception by foreign audiences.

Grand Jury to Probe Slaying Of Operator

(*Continued from page* 1)

John Drake, connected with the garage where Kaufman was slain, still are being held by police. Leo Del Magro, a stagehand said to answer the description of Kaufman's slayer, also is being held, although not identified by witnesses as the slayer.

Maloy is said to have been terrified Wednesday when confronted in court by Carol Kaufman, brother of the slain man, who advanced upon Maloy with hand in pocket. Maloy fled behind a pillar and demanded that Kaufman be searched, but the latter proved unarmed.

Del Magro was subjected to severe grilling and reenactment of the crime at its scene. Maloy and his assistant, Ralph O'Hara, were released after refusing to sign waivers for immunity in testifying before the Grand Jury and upon promise of their attorneys that they would be available when wanted. Other suspected in the crime were released on the same conditions.

Kaufman's brother, Carl, delivered a notarized document made three years ago relating instances of an alleged slugging in Maloy's office with Kaufman as the victim and alleged death threats by Maloy.

Prosecutors say the document cannot be used as evidence except to establish a possible motive for the killing of Hoffman. According to Henry Schoenstadt owner of the Picadilly, said Kaufman was discharged for incompetence but this was denied by the other operator at the theatre. Schoenstadt fainted after a one-half hour's grilling by the state's attorney. Maloy, and not theatre owners, place and discharge operators here.

"BUY RIGHT—BUT BUY NOW"

Celebrate Anniversary

Celebrating the 18th anniversary of the organization and the moving into larger headquarters, the Cocalis-Springer circuit yesterday threw a party for the trade. Former quarters were in the Symphony theatre with new offices now located at 2521 Broadway.



The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 23 NEW YORK, FRIDAY, JUNE 26, 1931 TEN CENTS

Myers Reneges On Buy Now to Aid Prosperity

Allied Wants Public to Buy—Not Exhibitors

Abram F. Myers, president of Allied States Association, is regarded as having talked out of turn this week in critizing the "Buy Right-Buy Now" movement. Allied is putting its members on the spot in asking them to hold off on buying until September. Myers, himself, at the New Jersey sessions at Atlantic City last week gave as his opinion that the panacea for existing trade evils was resumption of buying on the part of the public. Meanwhile, he attacks early buying in the industry.

He claims that advocacy of early buying in an alleged attempt "to

(*Continued on page 8*)

Allied Charges Plot Against Jersey Unit

WASHINGTON—Allied States Association sees a plot in the reported dissension in the New Jersey unit's ranks, attributing it to that organization's advice to members to go slow on buying product. Allegations of inspired attacks are made by the national organization on the issue.

"BUY RIGHT—BUT BUY NOW"

Free Reader Banned By Wis. Newspapers

MILWAUKEE—Editors, publishers and advertising managers of newspapers in the Wisconsin Daily Newspaper League voted not to carry certain film advertising and to publish radio programs (exclusive of local non-commercial programs) only at paid advertising rates.

League members voted to take a united stand against films carrying advertising. They also disapproved the use of free readers for film advertisers in news columns of papers. The league met at the Hotel Schroeder here.

"BUY RIGHT—BUT BUY NOW"

Weisfeldt Sets Six Features, 158 Shorts

Six features and 158 short subjects are on the first year's Program of Picture Classics, Inc., recently-organized firm headed by M. J. Weisfeldt, who formerly headed distribution for Talking Picture Epics. Weisfeldt will try out a new idea with a series

(*Continued on page 2*)

"Now's Time to Buy"—Arthur

Harry Arthur, general manager of Fox Theatres, is for the "Buy Right—But Buy Now" movement.

"The smart exhibitor," he states, "will buy right if he buys now before he hits a rising market and by that I mean a rising film, not stock, market.

"The Hoover war debt stand, the gains in stocks, and the return of real theatre business will inevitably change the frame of mind of distributors, their sales managers and their salesmen, and that, inevitably too, means the price of film will go up.

"As matters stand today, the exhibitor has a natural trading advantage of which, as a good business man, he should take advantage."

Warners May Get Keith's In "Philly"

PHILADELPHIA—Report is prevalent here that Keith's theatre is to be included in the reconciliation deal between Paramount and Stanley-Warner Company, with the latter taking over the theatre.

The Moon Amusement Co., which operates Keith's under the direction of A. R. Boyd, obtained the house on lease from the Shuberts a year ago to show Paramount films at the time of the break. With the bulk of the new season Paramount product going to Warners under a new deal, the rumor is that Stanley-Warner also will take over the theatre. The idea doesn't

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Operators in New Orleans Accept Cut

NEW ORLEANS—Members of the local prejectionists' union, following the suggestion of William Canavan, head of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, will take a cut of five per cent on all salaries of $50 a week and a cut of seven per cent on all salaries of $60 and over. This will affect operators in the Publix Saenger, Strand, Tudor, Globe, the RKO Orpheum and Loew's State.

Neighborhood houses, where the

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Supreme Court Gives Licenses to RCA

WASHINGTON—Licensing of RCA is not illegal in view of the recent anti-trust decisions against the company and its subsidiaries, the United States Supreme Court has ruled in a 3 to 2 decision. When the company and affiliates were prosecuted under the anti-trust laws effort was made to cancel their radio licenses.

Jesse Lasky, Schulberg in Saddle-Zukor

Confirming MOTION PICTURE DAILY'S exclusive announcement, Adolph Zukor yesterday made a statement on Walter Wanger's retirement from the Paramount production department.

He also hit at various rumors of possible retirement of Jesse L. Lasky, thereby confirming the story appearing in this publication on June 12 that the first vice-president of Paramount was the active head of the company's production activities.

"I definitely want to state," said Zukor, "that Jesse L. Lasky is now, just as he has been, head of the Paramount Publix production department. Mr. Lasky is in control, and no one supersedes him in any way in dealing with Paramount picture produc

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Powers in Trailer Field in M-R Deal

Pat Powers, president of Cinephone, is reported to have purchased a half interest in the Meyer-Reiger Trailer Corporation. The price for the half interest is around $100,000, it is said Powers, it is further understood, will not be actively affiliated with the trailer firm, confining his time to his other interests.

The Meyer-Reiger company, formerly exclusively handling film laboratory work, recently announced entrance into the trailer field. This fol-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Six Foot Television Image Is Projected

U. A. Sanabria, Chicago inventor, is in New York demonstrating his television process. The apparatus was shown at the offices of the Shortwave and Television Corp., of Eighth Ave and 14th St.

Exhibs' Duty In Buying Now To Be Cited

Sales Forces See Movement Prosperity Boon

Buying in the industry, urged by MOTION PICTURE DAILY, is gaining momentum. Sales forces of the various companies, terming the movement "one sure way to aid the return of prosperity in the industry," are looking up to it in the new season's drives now under way.

They are being instructed to do their part to hasten return of buying and orders have gone out to expedite sales through the most equitable deals possible. This course is anticipated to end buying strikes launched in various sections.

Hollywood needs the impetus of a

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Product Shortage Charged in Closing

Lack of quality pictures is ascribed as the reason for closing today of the Central Park Theatre, 59th St. and Seventh Ave., New York, operated by Leo. Brecher. Poor business in recent weeks also is attributed to closing of the theatre. The house probably will be reopened in September, it is said.

"BUY RIGHT—BUT BUY NOW"

Loew 40 Week Net Drops $3,653,875

Loew's, Inc., which controls M-G-M, is expected to show a net of $8,128,049 for the 40 weeks to June 6, which will represent earnings of approximately $5.75 a share on the 1,413,574 shares outstanding, as compared with a net for the same period the previous year of $11,781,924, or $7.64 a share. This is a drop of $3,653,875.

Explanation for the maintenance of

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Fox Theatres Loss Reduced $765,764

Deficit of Fox Theatres for the fiscal year ending October 26, 1930, was $765,764 less than that of last year, it is revealed in the company's annual report. For the year just reported, the net loss was $2,484,824.07, while for the previous year the deficit was $3,250,588.92. The company has invested $7,335,692,99 in controlled and affiliated companies.



This advertisement is the first of a series on success in the picture industry.

a victor over adversity

MR. MARCUS LOEW, now passed to his reward, would be an interesting spokesman in this period of timidity and wavering pessimism. Someway he met such problems with the courage of a belief in America and the assurance that sound service in amusements could not fail. He had tough times, too. It was not all easy going up from his boyhood on the Bowery to the great heritage of substantial attainment which he left, an enrichment of the whole of motion picture tradition. Marcus Loew never quit, never faltered. He was certain of his tomorrows.

now is the time to buy & sell

Two great exhibitor organizations have come forward with aggressive advice to their members to "buy now and buy right." The lethargic condition of the day cries out for action. The amusement industry, broadly based on the world's widest market and the most fundamental of human desires, has today no cause to stand and wait or to view with alarm.

"The money that was in this country in 1928 and 1929 is still here," exclaimed Mayor Walker of New York the other day. "Where is it hiding?"

That money isn't hiding, it is just warily waiting. Aggressive selling can, will and does bring it out. Amusement buyers are the same buyers who today seek unusual values, or appearances of value, in all commodities. The good selling jobs of today are gathering rewards.

The desire of people to "go places"—their desire to be amused—is inherent, so the picture business has a special advantage in today's keen selling competition. The theatre owner and the producer must make them want it.

The exhibitor dollar spent for product now is high in buying power, and a vital contribution, as well, to the continued success and normal growth of the industry. Normal buying activity now means better product for the big show season to come. Every motion picture success of the past has been built on courage. The foundation of every great success in the industry was laid in days of adversity. That is where the victors come from.

COLVIN BROWN
General Manager
Quigley Publications



MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

Warners May Get Keith's In "Philly"

(*Continued from page* 1)

appear to be greeted with cheers in the Stanley circles, inasmuch as this company recently closed the Boyd theatre from a combination of poor business and shortage of product.

With the bulk of Paramount films, 36 being the reported number, going to Stanley-Warner, Keith's would be hard put to maintain its independent standing through lack of films. The mention of the theatre in the deal seems to be sort of a protection measure to the Al Boyd interests.

"BUY RIGHT—BUT BUY NOW"

"Hell's Angels" on Twin Bill Program

"Hell's Angels" has finally hit the double feature category and goes into the Castle Hill theatre in the Bronx for three days starting Saturday. The same house last week played "City Lights" on the same bill with "Doctors' Wives." It's a Cocalis-Springer house.

"BUY RIGHT—BUT BUY NOW"

Paramount Now in Control at Hamilton

HAMILTON, O.—The Rialto, 860-seat house, which has been operated by Jewel Photoplay Co., of which John A. Schwalm is president, has been taken over by Paramount on a 10-year lease. This gives Paramount control of the city with its new 1,500-seat house opened a few months ago and the recent acquisition of the Palace through lease.

"BUY RIGHT—BUT BUY NOW"

Operators in New Orleans Accept Cut

(*Continued from page* 1)

wage scale is $45 a week, have already received a concession, the operators to work one man to a booth instead of two. Stage hands apparently will not take any cut, while musicians at the Saenger have done away with the overtime during June, which, for the first week, amounted to $250.

"BUY RIGHT—BUT BUY NOW"

Exhibs' Duty in Buy Now to Be Cited

(*Continued from page* 1)

buying spurt by exhibitors in order to safeguard new production quality, exhibitors are to be told. Under curtailed buying, it will be pointed out, studios are fearful of returns and averse to making big outlays on product.

"BUY RIGHT—BUT BUY NOW"

Loew 40 Week Net Drops $3,653,875

(*Continued from page* 1)

the present dividend rate, despite drop in the net, is attributed by *The Wall Street Journal* to "depression proof" policies which the paper says the Loew management has followed.

Purely Personal

CHARLES E. KURTZMAN, special field representative and personal assistant to General Manager Harry Arthur, of Fox Theatres, returned on the *Veendam* after a brief sojourn in Bermuda—Charlie's first vacation in eight years. Kurtzman has been supervising the activities at the Fox Theatre in St. Louis and was accompanied on this trip by Frank Hicks, assistant manager at the Fox St. Louis; Forrest Richards, the St. Louis Fox art director; Ron and Don, organists, and Maury Foladare, advertising manager of the Fox Theatre in Philadelphia.

STANLEY GOSNELL, formerly manager of Loew's Valencia in Baltimore, who later went to Richmond to manage Loew's theatre, there, and then was at the Penn in Pittsburgh, for sometime, is back in Baltimore by request of William K. Saxton, Loew's city manager there. Gosnell will go back to his former post at the Valencia while Joe Kavanaugh, manager there pinch hits around at various theatres while others are on vacation. Miss Eleanor Klein, secretary to Mr. Saxton, is on vacation now.

OLIN H. LAMBERT, who has been transferred from the M-G-M branch at Albany to the Washington office, did plenty of handshaking at a farewell dinner tendered by his associates. When he left town he was sporting a gift traveling bag.

SAM MORRIS rates a real palm for the manner in which Morris Month went over in May. The tremendous number of playdates is a fine tribute to the popularity Morris enjoys throughout the industry.

ANDY SMITH can wear the smiles these days following closing of contracts for the Bobby Jones series of shorts in the 25 houses of the Publix circuit operating in the Boston territory.

E. B. HATRICK, general manager of the Hearst film interests, leaves for the Coast in about two weeks for the summer.

CHARLES A. LEONARD, publicity director for the United Artists Theatre in San Francisco, is recovering from an appendicitis operation. A. J. Vellner of the New York office is pinch-hitting for him.

JAMES R. (JIMMY) GRAINGER, is celebrating the biggest week in Fox history. More circuits have been closed to date than were set in five months of selling in the 1930-31 season.

LORNA BALFOUR, daughter of the actor-director, makes her talker debut in "Merely Mary Ann," Fox talker which co-stars Janet Gaynor and Charles Farrell.

SAM LEFFLER, manager of the Europa, Philadelphia, spent several days in Washington aiding Herman G. Weinberg to exploit "The W Plan."

ARCHIE MAYO visited the boys at the Motion Picture Club yesterday.

FRANCES STARR, former Broadway stage star, has made two pictures to date for First National, but will make her debut, so far as release is concerned, in "Five Star Final."

HARRY COHN, of Columbia has purchased a yacht and named it the *Jobella*, derived from the first names of his parents. It is 59 feet long.

MRS. C. H. BUCKLEY, wife of the owner of three Albany theatres, has returned from a vacation in Bermuda.

JOHN NOLAN, assistant to James R. Grainger, Fox general sales manager, is back in New York after a tour of central states.

JOHN H. SWARTOUT of Schenectady has just been named manager of the Griswold in Troy, N. Y. Congrats.

ARTHUR W. KELLY sails for the Continent on July 6 or 8, the date depending on several matters.

"BUY RIGHT—BUT BUY NOW"

Cantor Going Abroad

Eddie Cantor leaves within the next few weeks for an extended goodwill tour of the principal cities of Europe, making personal appearances in London, Paris, Berlin, Vienna, Rome and other cities in connection with the showing of his second talking picture, "Palmy Days," just completed for United Artists.

"BUY RIGHT—BUT BUY NOW"

Bette Davis Ill

UNIVERSAL CITY—Rushed to her home from the studio yesterday afternoon, Bette Davis, whose work in "Seed" won her a featured role in Universal's production of "Waterloo Bridge" with Mae Clarke and Kent Douglass, was reported slightly improved and likely to avoid the necessity of an operation for appendicitis.

"BUY RIGHT—BUT BUY NOW"

Shunting Patrons

SAN FRANCISCO—Paramount, one of the big Market Street houses, a 3,000-seater, had closed its Golden Gate entrance and shunts all patrons to the Market street entrance. Paramount appears now to be the weak sister of the three Fox first-runs, and the closing of the Golden Gate avenue entrance is a slight savings in overhead.

"BUY RIGHT—BUT BUY NOW"

R. & B. Buy Sixth

Rugoff and Becker have added the sixth house to their circuit with acquisition of the Lee in Brooklyn. The circuit operates two at Long Beach, two in Brooklyn and another in Long Island.

"BUY RIGHT—BUT BUY NOW"

Henius at Joinville

PARIS—Wolf M. Henius, formerly in the foreign version department of the M-G-M studios in Culver City, is now with Paramount at Joinville.

"BUY RIGHT—BUT BUY NOW"

Cabanne Assigned

UNIVERSAL CITY—Christy Cabanne is to direct "Graft" for Universal with Sue Carol and Regis Toomey as leads.

"BUY RIGHT—BUT BUY NOW"

Bomb Non-Union House

PORTLAND—A heavy barrage of stench bombs was placed at the Rivoli, recently-opened non-union house.

Four Out of Five Get It In Portland

PORTLAND—Four out of the five first runs went over the top this week, only the Rialto falling below its average take. The Orpheum got the big money, $15,600, or $5,600 over normal, but the credit is given to Olsen & Johnson, headlining the vaudeville bill, instead of the picture, "Beyond Victory."

"Daddy Long Legs" beat average by $1,400 in its second week; "Svengali" by $500, also in its second stanza; "Always Goodbye" by $2,800. Heavy showers, which drove patrons in from the streets, were responsible in part for the good business enjoyed throughout town.

Estimated takings for the week ending June 24:

"DADDY LONG LEGS" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 2nd week, 7 days. **Gross:** $6,400. (Average, $5,000.)

"DUDE RANCH" (Para.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,500. (Average for week, $4,000.)

"SIX CYLINDER LOVE" (Fox)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,900. (Average for week, $4,000.)

"SVENGALI" (Warner)
HAMRICK'S MUSIC BOX—(1,800), 25c, 2nd week, 7 days. **Gross:** $4,500. (Average, $4,000.)

"ALWAYS GOODBYE" (Fox)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "North, South, East, West," Idea. **Gross:** $14,800. (Average, $12,000.)

"BEYOND VICTORY" (RKO Pathe)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Olsen & Johnson and 3 other vaude acts. **Gross:** $15,600. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

"A Free Soul" Bucks Denver Hot Weather

DENVER—Warm weather paid a visit to Denver with the result that the fans did not pay as many visits to the theatres. Only one picture, "A Free Soul," went over par, ringing up a total gross of $16,000 against an average of $15,000.

Estimated takings for the week ending June 25:

"A FREE SOUL" (M-G-M)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco "Varieties" Idea, Denver Grande orchestra. **Gross:** $16,000. (Average, $15,000.)

"DADDY LONG LEGS" (Fox)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 2nd week, 7 days. **Gross:** $6,000. (Average, $7,000.)

"SIX CYLINDER LOVE" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"JUST A GIGOLO" (M-G-M)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $11,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $2,500. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

"Hook, Line, Sinker" Tour for Radio Stars

Wheeler and Woolsey will make personal appearances in France, Germany, Italy, Sweden and Spain this summer. Woolsey is leaving this week to join Wheeler in New York. They are to make personal appearances with "Hook, Line and Sinker."

Comin' at yuh!



TOM MIX

AND TONY TOO . . . . . IN 6 BIG WESTERNS . FROM UNIVERSAL

Beaches, Not Films, Prove L.A. Magnet

Los Angeles — Extremely hot weather sent them scurrying to the beaches, and the first runs took it on the chin as a result. Only one picture reached par—"Rebound"—which registered $14,500 at the Fox Carthay Circle with the aid of a $5 premiere. Average for that house is $12,500.

"Never the Twain Shall Meet" did well with a gross of $26,000 at Loew's State, and the $13,500 figure for "Secret Six" at Pantages Hollywood was fair. "Seed" was held over for a second week.

Estimated takings for the week ending June 24:

"LA FIESTA DEL DIABLO" (Univ.)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $4,100. (Average, $5,000.)

"REBOUND" (RKO-Pathe)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, $5 premiere. George Stoll and Band. **Gross:** $14,500. (Average, $12,500.)

"TRADER HORN" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 7 days. **Gross:** $6,500. (Average, $10,000.)

"TRADER HORN" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c, 2nd week, 7 days. **Gross:** $6,000. (Average, $8,000.)

"UP POPS THE DEVIL" (Para.)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,600. (Average, $6,500.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "Hot Java" Idea. **Gross:** $26,000. (Average, $27,000.)

"THE COMMAND PERFORMANCE" (Tiff.)
LOS ANGELES—(2,100), 25c-65c, 7 days. **Gross:** $10,100. (Average, $16,000.)

"SEED" (Univ.)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $10,000. (Average, $16,000.)

"THE SECRET SIX" (M-G-M)
PANTAGES HOLLYWOOD—(3,000), 35c-65c. 7 days. F. & M. "Dream House Idea. **Gross:** $13,500. (Average, $15,000.)

"I TAKE THIS WOMAN" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage revue. **Gross:** $14,500. (Average, $25,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO—(2,700), 35c-65c, 7 days. 5 acts vaudeville. **Gross:** $14,000. (Average, $15,000.)

"INDISCREET" (U. A.)
UNITED ARTISTS—(2,100), 35c-65c, 2nd week. **Gross:** $10,300. (Average, $13,500.)

"SMART MONEY" (Warner)
WARNER DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $12,000. (Average, $15,000.)

"SMART MONEY" (Warner)
WARNER HOLLYWOOD — (3,000), 7 days, 35c-50c. **Gross:** $12,000. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

Roadshow French Film

Montreal—After being dark a month, His Majesty's Theatre has been reopened for an unlimited roadshow run of the French picture, "Le Million," under the formal patronage of M. Edouard Carteron, French Consul-General. Top price is $1.50.

Quota to End

Paris—The French quota is no more. All restrictions have been removed by the Cinema Control Commission and the actual decree which will bring in American Films without restriction remains for the Minister of Fine Arts to sign. It is taken for granted here that this will be done without delay.

Looking 'Em Over

"The Great Lover"

(M-G-M)

Hollywood—With Adolphe Menjou fitting the title role as a 1931 model bathing suit fits a flapper, M-G-M presents the screen version of Leo Dietrichstein's famous stage success, "The Great Lover." A splendid supporting cast includes Irene Dunn of "Cimarron" fame, Ernest Torrence, Olga Baclanova, Neil Hamilton, Roscoe Ates, Cliff Edwards, Hale Hamilton and Lillian Bond.

In spite of this blue book of screen names, Menjou takes the show with superb and delicately balanced performance of the great opera singer. Much interesting back stage life of grand opera is shown and the introduction of pleasing musical numbers is logical. The adaptation and dialogue are skillfully handled by Gene Markey, Edgar Allan Woolf and John Meehan. Harry Beaumont handled the production without ever allowing the interest to lag.

LEO MEEHAN.

"BUY RIGHT—BUT BUY NOW"

"Confessions of a Co-Ed"

(Paramount)

"Upstairs and Down" might have been a more appropriate title for this. Every time Sylvia Sidney and Claudia Dell run into a situation they stem their emotions by hurtling up stairs or down.

The title may drag some of 'em in, but the picture will disappoint. This is the time-worn yarn of the young girl who loves too well and who eventually turns to another boy for marriage, protection and a name for the baby-to-come.

As you might expect, the big love in her life—Phillips Holmes in this instance—returns from South America; there is a scene, Miss Sidney forgets her marital ties and returns to the boy of her large heart.

The trouble here is, first, the story, and secondly, the routine manner in which it was developed and sympathy that is misplaced. Against its handicaps, the cast had more trouble than it apparently was successfully able to cope. Miss Sidney is a capable dramatic actress, but when histrionics run afoul of bad material the result is apt to be unfortunate. Which is what happened here.

KANN

"BUY RIGHT—BUT BUY NOW"

'The Lawless Woman'

(Chesterfield)

This one deals with June Page, a chorine, who kills Baker, an underworld leader, and the attempts of Poker Wilson, another gangster, to claim her as his with the passing of opposition. However, a cub enters into the triangle in a search for the inside of the killings, and before it is over wins the show girl, gets his story and is willing to let the law decide whether the girl had a right to kill the underworld denizen or not. There is a sequence showing gangsters taking the cub for a ride that held an audience on edge, but otherwise the reaction was mild.

"Lady Who Dared"

(First National)

The audience reaction at the theatre where this was caught seemed to indicate Billie Dove had missed fire in this yarn of love, diplomacy and international smuggling. With a competent supporting cast which included Conway Tearle and Sidney Blackmer, a far more entertaining picture could have been turned if the material and its handling by Director William Beaudine had come through. The audience, however, was lukewarm to the entire proceedings.

Short Subjects

"Money-Makers of Manhattan"

(Educational)

This Lyman H. Howe "Hodge Podge" depicts the many unique methods in which New Yorkers earn their livelihood, most of the scenes being taken in the ghetto. The short winds up with a close-up of window washers at work on the new Empire Theatre. It will probably interest those living in other sections of the country who are unaware of the rigors of trying to make a living in the metropolis. Running time, 7 minutes.

"BUY RIGHT—BUT BUY NOW"

"The Albany Branch"

(Sennett—Educational)

Five writers are given screen credit for the story in this short, which is a dreary hodge-podge of ancient and pointless gags that made an audience groan. In the cast are Pearl Kelton, Tom Dugan, Frank Eastman and Alice Mosher, and it was directed by Mack Sennett. This just doesn't rank as a comedy. Running time, 16 minutes.

"BUY RIGHT—BUT BUY NOW"

"By the Sea"

(Educational—Terry-Toon)

On the general order of cartoons as they are being made today and okay as a filler. However, there are very few laughs in it. Running time, 5 minutes.

"BUY RIGHT—BUT BUY NOW"

Ruth Doyle Chicago Film Board Secretary

Chicago—Ruth Doyle, Film Board secretary at Portland, Ore., will replace Edna Pfister, Chicago Film Board secretary, about August 1, it was learned here. Miss Pfister's resignation is effective in about thirty days. In the late summer she is to become the bride of Felix Mendelssohn, Metro Goldwyn Mayer branch manager and president of the Chicago Film Board.

Miss Katherine Roehmer, assistant secretary of the Chicago Film Board, resigned this week.

"BUY RIGHT—BUT BUY NOW"

Signs Dramatic Critic

San Francisco — Irving Pichel, former dramatic editor of the *San Francisco News*, and active in independent production here, has been signed by Paramount for "Murder by the Clock." Previously he appeared with Ruth Chatterton in "The Right to Love."

Myers Reneges On Buy Now to Aid Prosperity

(Continued from page 1)

stampede theatre owners into buying product at this time is an act of treachery to the independent exhibitors of the country." And continues:

"The hysterical campaign inaugurated by certain exhibitor organizations and trade papers to stampede the theatre owners into buying product at this time is an act of treachery to the independent exhibitors of the country.

"1. Business conditions are so unsettled that there is scarcely an exhibitor who knows what, if anything, he will be able to pay for pictures next year.

"2. Few of the producers have made announcements that really give exhibitors any definite information as to the kind of product they will release.

"3. The financial condition of a few companies is such that it is by no means certain that they will be able to furnish the product they have announced.

"4. With rigid economy being enforced all down the line, wise exhibitors will want to see some of the product before they commit themselves to pay the prices asked.

"5. This office has received letters from two producers saying that they have not yet decided on the form of contract to use for next year's product.

"6. The campaign is designed to leave the independent exhibitors holding the bag in an uncertain and dangerous situation, and a correct estimate of the situation is being made by the independent exhibitors."

"BUY RIGHT—BUT BUY NOW"

Managers in New Posts

Racine, Wis.—Owen McKivett, manager of Warners' Venetian here until about six months ago, has been renamed manager of the theatre. He succeeds Bryn Griffith. Mickey Gross, formerly publicity man for RKO and also manager of the circuit's Orpheum and President in St. Paul, has been named manager of Fox's State, succeeding Robert Ungerfeld, who has managed the theatre for over two years.

Dope It Out

What does the public want in the way of pictures?

The *New York Daily News* sent its "Inquiring Reporter" to find out. Here is what he learned:

One woman wants "pictures of every day life"; another, mystery pictures, and the third desires "gripping romances." One man registers a strong preference for gangster films, "where two or three people are killed in the action"; a second likes "high class comedy pictures," and the third pictures with pathos, on the order of "Broken Blossoms."

Production executives will be happy now that the question propounded above is settled.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 24 NEW YORK, SATURDAY, JUNE 27, 1931 TEN CENTS

Drop Nine Film Boards In Move for Economy

Remaining 23 Offices to Assume Duties of Stricken List

Film Boards of Trade, brain-child and pride of Charles C. Pettijohn, will be reduced from 32 American offices to 23 on July 1, as part of a retrenchment move inaugurated by their mentor. Reduction of the boards by nine will result in doubling the work of as many offices in adjacent cities, but will remove from the Film Board budget the secretaries, their assistants and staffs in Albany, New Haven, Cincinnati, Charlotte, Des Moines, Indianapolis, Kansas City, Portland and Butte, which are the cities included in the economy move.



C. C. Pettijohn

Boston will handle Film Board mat-

(Continued on page 2)

"BUY RIGHT—BUT BUY NOW"

'Frisco Prices Tumble

San Francisco—For the first time in years, Fox West Coast has reduced admission prices for the summer. In 80-inch ads carried in all four local papers, the circuit announces reduction of prices from $1 top at the Fox to 60 cents, and at the Paramount from a top of 90 cents to 50 cents. The Warfield has reduced its admission top from 90 to 50 cents.

As a result of the strong appeal in the copy, all three houses are understood to be doing capacity matinee business.

New York Gets "Buy Right—Buy Now" Yen

Three Indie Circuits Sign For New Product

That "Buy Right—But Buy Now" spirit has caught on in New York. Three large independent circuits have come through with new product deals that run into plenty of money. Yesterday Joe Seider signed contracts with Fox for the latter's entire lineup in all of his 22 theatres in Long Island, Staten Island and New Jersey. Only last week Seider put his signature to Paramount contracts which, according to insiders, is one of the first big deals signed. The Prudential circuit is situated in closed towns, and incidentally is a

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Chi Operators Are Quizzed Every Day

CHICAGO—Members of the Chicago Operators' Union are still being hustled before the grand jury by the state's attorney's office to testify despite the admonition of the union's attorney, Michael Ahearn, to refuse to appear unless the notifying officer has either a warrant or subpoena. The testimony is being taken in connection with the grand jury investigation, which is seeking to determine

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Talking Picture Epics Handling Three Ufas

Frederick Wynne-Jones has placed three Ufa features with Talking Picture Epics for American distribution. They are "The White Devil," "The Last Company" and "The Immortal Vagabond."

The three pictures are in English dialogue.

They Found Out

DES MOINES—A group of ministers cheered during the raiding by police of a "men only" performance in a theatre—then sat through a special performance to get a general idea of how naughty it was. Later it was characterized as "unspeakably obscene" by the Rev. W. G. Williams, president of the ministerial association.

Schenck, Loew, Bernstein Win 9 Million Suit

Suit of Edward G. Stanton against Nicholas M. Schenck, David Bernstein and Arthur M. Loew for an accounting of $9,000,000 in profits which he alleged they had received by sale of their Loew stock to William Fox and the Fox Theatres Corp., was decided yesterday for the defendants by Justice Salvatore Cotillo in the New York Supreme Court.

Stanton had sued as holder of 200 shares of Loew stock and on behalf

(Continued on page 2)

"BUY RIGHT—BUT BUY NOW"

Twin Feature Ban Is Remote, Says Cocalis

Possibility of discontinuing double features in 32 theatres of the Cocalis-Springer circuit in Greater New York is remote, according to Sam Cocalis, who told MOTION PICTURE DAILY that this policy must be con-

(Continued on page 4)

Cohn Spikes Report He's Moving Out

HOLLYWOOD—"Why should I sell out considering the fact that theatre-owning companies are not making the pictures demanded by their own theatres," Harry Cohn, Columbia production chief, wants to know in contradicting reports that he is leaving the company.

"The future looks rosier than all the years we have been building up Columbia," says Cohn. "Secondly, I am free here to produce as I think best and couldn't be elsewhere. Anyway, I haven't been asked."

"BUY RIGHT—BUT BUY NOW"

Liberal Sabbath Is Sought in Baltimore

BALTIMORE—Daniel Ellison, Republican member of the City Council, is planning to take up with the Attorney-General's office in Maryland, the idea of having three ordinances sub-

(Continued on page 2)

Allied Admits Wisc. Unit; May Okay N.C.

Allied States Association has admitted the Allied Independent Theatres of Wisconsin and is considering a proposal to admit an independent organization in North Carolina. The latter is the stronghold of Charles

(Continued on page 2)

Clara Turns Down $20,000 a Week; Says She Won't Nude It

HOLLYWOOD—Clara Bow says she has turned down an offer which would have netted her $20,000 weekly. She also asserts she has turned down an offer from Earl Carroll to appear in his "Vanities." She will talk no business with anyone for the next two months and then only picture offers, she says. She says she won't appear in any more disrobing or semi-nude pictures.

Rex Bell says that Miss Bow is in good condition physically, but that her nerves still are bad. Miss Bow is said to be okay financially, having a $250,000 trust fund which cannot be touched.

Rex Bell, on whose ranch Clara has been recuperating, told the following story about the star:

"She's getting to be a crack shot, but the first rabbit she shot she wept. I looked at her and big tears were running down her cheeks."

Taking Chances

LOUISVILLE, Ky.—Folks who know how hardboiled old Uncle Sam is regarding use of the mails in any form in connection with anything that can be construed as a lottery, probably got a very decided kick at the Brown Theatre when in a drawing involving a trip to the Yellowstone, a sack containing the ticket stubs was carried on the stage. It was a nice, brand new, white canvass bag, on the side of which, in big black stenciled letters, appeared: "U. S. Mail."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 27, 1931 No. 24

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Liberal Sabbath Is Sought in Baltimore

(*Continued from page* 1)

mitted to the voters to liberalize the Sabbath dealing with motion pictures, sports and retail sales.

This was planned to be done at first by the City Council but members were advised that only one ordinance could be drawn up by the State Legal Department.

Two amendments concerning Sunday sales and one lengthened the distance which games could be played from churches to 300 feet instead of 200.

Mayor Howard Jackson will have the amended ordinance taken up with him by the City Council Blue Committee, of which Jerome Sloman is chairman.

The retail grocers objected to the Sunday sales applying to all stores and the ordinance was amended to take care of this by having only cooked meats and other foodstuffs prepared for consumption, allowed to be sold and allowing kosher meat stores open if they are closed on Saturdays.

"BUY RIGHT—BUT BUY NOW"

Will H. Hays Defends Gangster Productions

The screen seeks to "debunk the gangster," Will H. Hays states in a letter received by Mayor Martens of East Orange, in answer to one sent him by the latter protesting the showing of gangster films. The slaying of a 12-year-old boy by another in portraying a scene from "The Secret Six," led to the protest.

"A divergence of public opinion," states Hays in the letter, "concerning these films is offset, however, by unanimous scientific judgment which accepts these pictures as crime deterrents."

"BUY RIGHT—BUT BUY NOW"

Powers Denies

P. A. Powers yesterday denied he had purchased a half interest in the Meyer-Reiger Trailer Corp., as reported in yesterday's MOTION PICTURE DAILY.

He did admit, however, that he has had and is having "business negotiations" with the trailer company.

Drop 9 Boards In New Move For Economy

(*Continued from page* 1)

ters for New Haven; Buffalo for Albany; Cleveland for Cincinnati; Atlanta for Charlotte; Omaha for Des Moines; Chicago for Indianapolis; St. Louis for Kansas City; Seattle for Portland, and Salt Lake for Butte.

Exchanges who are members of the Film Boards in the nine cities shortly to be stricken from the list, will elect a non-paid secretary, to whom all cases involving credit will be referred, but the machinery of operation in the case of those cities will be handled by the board, which, under the plan, takes on the additional territory.

"BUY RIGHT—BUT BUY NOW"

Schenck, Bernstein, Loew Win Stock Suit

(*Continued from page* 1)

of the corporation, making the basis of his action a claim that the three defendants, as directors and officers of Loew's, Inc., could not dispose of their stock and that, if they did, the profits from such sale should have accrued in the interest of the corporation.

Justice Cotillo's decision, in effect, held that no such restriction could legally be placed upon the defendants.

The case, which covered a period of several weeks, unearthed many of the details leading up to and attendant upon the sale of the majority Loew stock to the Fox interests and, in the main, uncovered little by way of facts not already known to the industry at large.

Schenck, Bernstein and Loew were represented, as individuals, by Henry W. Taft and Nathan Burkan, while Leopold Friedman represented Loew's, Inc. Stanton was represented by House, Holthusen and McCloskey.

Coverage

Seven new pictures opened on Broadway yesterday. Four—"The Prodigal," "Sweepstakes," "Women Love Once" and "Gentlemen's Fate"—were reviewed by MOTION PICURE DAILY prior to their main stem advent. Three—"Road to Hell," "Hell Below Zero" and "Annabelle's Affairs"—are covered today.

The line-up:

ASTOR—"A Free Soul" (M-G-M)—reviewed by MOTION PICTURE DAILY April 18.

CAMEO—"Hell Below Zero" (T.P.E.)—reviewed today, page 4.

CAPITOL—"The Prodigal" (M-G-M)—reviewed under title of "The Southerner" Jan. 15.

CENTRAL—"Road to Hell" (Public Welfare)—reviewed today, page 4.

CRITERION—"The Smiling Lieutenant" (Para.) — reviewed May 22.

HOLLYWOOD—"Chances" (F.N.) —reviewed May 2.

MAYFAIR—"Sweepstakes" (Radio)—reviewed June 5.

PARAMOUNT—"Women Love Once" (Para.) — reviewed June 20.

RIVOLI—"Night Angel" (Para.) —reviewed June 11.

ROXY—"Annabelle's Affairs" (Fox)—reviewed today, page 4.

STRAND—"Gentlemen's Fate" (M-G-M)—reviewed Feb. 4.

WINTER GARDEN—"Smart Money" (Warners)—reviewed editorially June 19.

M-G-M Signs Bernstein

Henri Bernstein, French playwright, has been placed under contract by M-G-M. Bernstein is in New York and is working on an original. He is the author of "Melo," in which Basil Rathbone and Edna Best appeared on Broadway this season, and has also written "The Thief," "Judith," "The Hall of Mirrors," "Venom" and "The Day." His latest play, "Jupiter," is to be presented in Paris in November.

Stocks Continue Upward; Loew's Gains 2⅛

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7¾	7¾	— ¼	600
Eastman Kodak	153	149¼	152¼	+1¼	5,400
Fox Film "A"	21¾	21⅛	21¾	+ ¾	9,700
General Theatre Equipment new	5	4¾	4⅞	.....	1,800
Loew's, Inc	45⅞	44½	45⅞	+2⅛	11,300
Loew's, Inc., pfd	87½	87½	87½	+1½	100
M-G-M pfd	24½	24½	24½	.....	100
Paramount Publix	27½	26⅜	27½	+ ¾	14,500
Pathe Exchange	1⅝	1½	1⅝	.....	400
Pathe Exchange "A"	5¾	5½	5¾	+ ¼	1,200
RKO	17	16¼	16⅜	+ ½	19,800
Warner Bros.	8¾	8¼	8⅜	.....	10,600
Warner Bros. pfd	18⅜	18¼	18⅜	+ ⅜	100

Curb Issues Also Active; Col. Up 1½

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	13	12¾	13	+1½	400
Fox Theatres "A"	3½	3½	3½	.....	800
General Theatre Equipment pfd	9¼	9¼	9¼	— ¾	500
Sentry Safety Control	1¼	1¼	1¼	+ ⅛	100
Technicolor	6½	6½	6½	.....	100
Trans Lux	6¼	6⅛	6¼	+ ¼	300

Film Bonds Slightly Off

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40	39	39	—1½	15
Keith B. F. 6s '46	64½	64½	64½	— ½	2
Loew's 6s '41 ex war	98	98	98	.....	2
Paramount Broadway 5½s '51	101	101	101	.....	3
Paramount Publix 5½s, '50	81	80⅝	81	— ⅞	4
Pathe 7s '37 ww	90	89⅞	90	.....	2
Warner Bros. 6s '39 wd	43	42	42¼	— ¼	53



Al Santell for turning out that sweet b. o. bet, "Daddy Long Legs".

Allied Admits Wisc. Unit; May Okay N.C.

(*Continued from page* 1)

W. Picquet, first vice-president of the M. P. T. O. A. The Wisconsin "jam" resulted when Allied directors served an ultimatum on the M. P. T. O. of Wisconsin stating that if Fred S. Meyer, manager of Universal's Alhambra in Milwaukee, was reelected president, Allied would revoke the unit's charter.

Nathan Yamins, Allied leader in New England, now is preparing a summation of the various contracts put into effect by distributors. Yamins took a leading part in drafting the proposed standard form of license agreement.

"BUY RIGHT—BUT BUY NOW"

The Reason Why?

LONDON—Resignation of Isidore Ostrer as chairman of Gaumont British has created a good deal of comment in the trade. Ernest W. Fredman, editor of *The Daily Film Renter* and known to be close to C. M. Woolff of G. B., says the move resulted from Ostrer's desire to devote more of his time to other interests.

"BUY RIGHT—BUT BUY NOW"

Mason Here

Cecil Mason, sales manager of Greater Australasian Films, franchise holders of Columbia Pictures, is in New York to confer with Joe Brandt.

"BUY RIGHT—BUT BUY NOW"

Form B. I. F., Ltd

LONDON—Organized for the purpose of producing propaganda films, the British Industrial Films, Ltd., has been launched by John Maxwell and A. E. Bundy. "Secrets of Industry" will be the first of a series to be made at Wellyn and Elstree.

"BUY RIGHT—BUT BUY NOW"

Increases Capital

DOVER — Publix-Wilby Theatres, Inc., of New York, have increased their capital from 1,000 to 2,000 shares of no par value stock.

PUBLIC PROJECTION ROOM

Latest R.C.A. Photophone Equipment

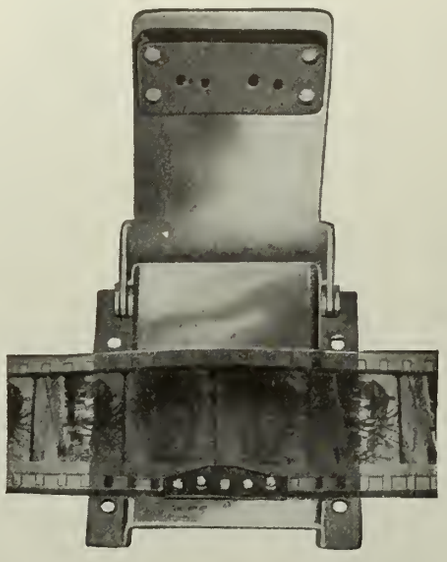
$1.25 per reel until 6 P. M. Nights, Sundays, Holidays by Appointment

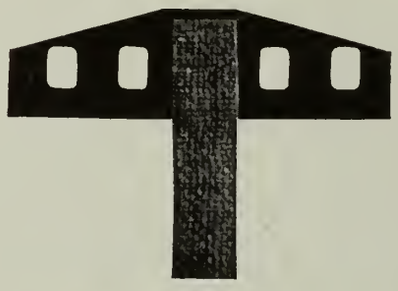
Under the personal supervision of Hymie Silverman

MOTORIZED TALKING PICTURE SERVICE, Inc.

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An improved method of blocking out splices in sound film





Now the sound track need no longer be painted out at the joints to silence splice noise. The Eastman Sound Film Patch enables the laboratory worker to block out joints with greater ease, speed, and uniformity.

The patch is made of light-weight, opaque film. For convenience in handling, it is provided with a quickly detachable finger tab. With the aid of this tab, a simple but accurate registration block, and cement, the patch is quickly applied to the film.

Because of its design, the patch is practically inaudible in projection. At the same time it obscures a minimum of the sound record, and assures fast, accurate treatment of all splices. These factors make the patches and the block a valuable feature of Eastman Service.



Eastman Sound Film Patches, per thousand	$5.00
Eastman Sound Film Patcher (registration block)	4.25

EASTMAN KODAK COMPANY

ROCHESTER, NEW YORK

J. E. Brulatour, Inc., Distributors

New York Chicago Hollywood

Chi Operators Quizzed Daily By Grand Jury

(Continued from page 1)

whether the union's insistence on a second projectionist in the booth constitutes conspiracy.

The grand jury probe of the union's affairs has been extended now to include administration of the city hall operators' licensing office, presided over by Joe Maloy, a brother of Tom Maloy, business manager of the union. Records of the department seized by Assistant State's Attorney Charles Lounsbury revealed numerous irregularities in the examination of applicants for projectionists' licenses, it is said. Joe Maloy was called before the grand jury this week, but jurors and prosecutors refused to discuss his testimony. Records of Maloy's city hall department have been turned over to the civil service commission trial board for examination.

The state's attorney's office is continuing its investigation of the murder last Saturday of Jacob Kaufman, insurgent union projectionist, who was to have testified during the week. The investigation is expected to result in the voting of secret murder indictments against union officials, according to a source close to those in charge of the investigation.

Information has been made available here as to the origin of the investigation of the union which would indicate that Kaufman, in taking his grievances to an outside source for assistance, unwittingly drew the attention of semi-official agencies to conditions existing between Chicago theatres and the projectionists' local. These agencies are reported to have enlisted the Chicago Crime Commission and the state's attorney's office in their inquiry, which progressed secretly for three months prior to the general summoning of Chicago exhibitors to testify in the state's attorney's office regarding their relations with the union.

Identified with the secret three months' investigation are seven independent exhibitors, all located on the North Side of the city, and all recognized for their "aloofness" from general exhibitor affairs and their ability to refrain from talking. According to this information, enough evidence was gathered from this source alone to warrant launching of the general investigation without the taking of testimony from any other exhibitors.

When told this story and invited to comment on its authenticity, Assistant State's Attorney Lounsbury, in charge of the investigation, said: "It's the first I've heard of it."

"BUY RIGHT—BUT BUY NOW"

RKO's "Patriotic Week"

In response to request by Vice President Curtis to set aside a week for observance of signing the Declaration of Independence, the RKO circuit during the week of July 3 will celebrate the event as "Patriotic Week."

"BUY RIGHT—BUT BUY NOW"

Buchanan Signed

London — Basil Dean has signed Jack Buchanan for the lead in "Three of a Kind." RKO Pathe will distribute.

Looking 'Em Over

"Goldie"

(*Fox*)

This looks like an effort on the part of Fox to create another Quirt-Flagg team with Warren Hymer and Spencer Tracy as principals. The attempt doesn't get very far, at least on the basis of "Goldie."

The story is extremely slim and is episodic all the way. Hymer and Tracy are sea-faring men, living up to the hilt the tradition about sailors and a sweetie in every port. Hymer is the dumb and Tracy the smart-cracking end of the combination whose love affairs criss-cross all over the world.

In its final half, the yarn attempts to go serious when Hymer discovers he has gone for Jean Harlow in a very big way. But Tracy has already had one experience with this "tramp"—the descriptive noun is the picture's, not this reviewer's—and eventually succeeds in opening his chum's eyes to the truth.

Too much footage for an almost-no-story yarn. The gags are sometimes laugh-provoking, but more often not. "Goldie" may get by in subsequent run houses, but, no matter how you look at it, it does not fall into the first run division.

"BUY RIGHT—BUT BUY NOW"

"Annabelle's Affairs"

(*Fox*)

"Annabelle's Affairs" will make audiences titter moderately if they can stand attempts to put over farce in celluloid form. Being what it is, story material skates along on pretty thin ice.

For instance, you are asked to lend credence to a situation wherein Jeanette MacDonald fails to recognize her own husband after he and his beard part company. Then, too, the excuse for the excitement is made to revolve around recovery of fifty shares of fabulously wealthy mining stock, possession of which turns the tide of fortune from Roland Young to Husband Victor McLaglen.

It's all very improbable, artificial and almost totally lacking in reason. Yet, the picture has its moments, even if they are very few. In point of performances, Young leads the procession. It is to be regretted, however, that his obvious capabilities are wasted on such material.

"BUY RIGHT—BUT BUY NOW"

"Road to Hell"

(*Public Welfare Films*)

Here's a picture that has nothing, from any angle you view it, to recommend it.

Slipped into the Central, New York yesterday, and advertised as "showing everything," the film is a terrible example of story, direction, photography and acting. This atrocity is tied in with a "for men only" show that includes the usual "come-on" of a parade of living models, a lecture on sex hygiene and motion pictures that illustrate the lecture.

The story concerns white slavery in Rio, although that term is never used to describe the proceedings, revolves around a theatrical producer who ships girls to Brazil under the guise of cabaret entertainers and his daughter who is thrown into the net on a revenge motive.

Orplid Films, a German producer, is responsible for this celluloid crime. No exhibitor who expects his patrons to return to his theatre can afford to show it.

KANN

"BUY RIGHT—BUT BUY NOW"

"Hell Below Zero"

(*Taking Picture Epics*)

A pictorial record of the Mountains of the Moon in equatorial Africa. It shows the natural phenomenon of a location where the temperature runs the full range of the thermometer.

Carveth Wells, a Fellow of the Royal Geographic Society on the Massee Expedition, delivers the lecture accompanying the picture. The pictures establishes the existence of the mountains, which until a few years ago were considered mythical.

"BUY RIGHT—BUT BUY NOW"

Twin Bill Ban Is Remote—Cocalis

(Continued from page 1)

tinued because of the circuit situation. Cocalis does not believe that single features in subsequent run theatres can hold up by themselves.

When questioned whether distributors were insisting on putting their pictures on single bill programs, he said that this was not so. Cocalis further stated that the exchanges have no right to tell exhibitors how to run their theatres. The twin bill policy, he said, is better for the distributors as it gives them a greater outlet for their product, and they are asking and getting big rentals just the same.

"BUY RIGHT—BUT BUY NOW"

Para. Re-Signs Brook

Hollywood—Paramount has renewed Clive Brook's contract.

New York Gets "Buy Right—Buy Now" Yen

(Continued from page 1)

member of the New Jersey Allied unit, whose members have been told by Abram Myers to "sit tight."

Universal this week closed a deal which is said to run into six figures. The Cocalis-Springer circuit has closed with Leo Abrams of the "Big U" exchange for 100 per cent representation in the 32 houses of that string in Manhattan, Bronx, Brooklyn and New Jersey.

Jack Ellis of RKO is smiling plenty these days, having concluded negotiations with Louis Frisch for 100 per cent outlet in that exhibitor's 15 Brooklyn theatres.

Several big deals are pending and expected to be signed any day. The "Buy Right—But Buy Now" movement is off on a real stride in New York, and, according to the outlook, business is perking up nicely for local distributors.

"BUY RIGHT—BUT BUY NOW"

Halperin New Publix Detroit Division Mgr.

Detroit—I. M. Halperin has been promoted by Publix to division manager in charge of the 17 local theatres. He will be directly responsible to John Balaban and Boris Morros, present head of a music department. Nat Kalcheim succeeds Halperin as head of the production unit department. The change becomes effective July 1.

"BUY RIGHT—BUT BUY NOW"

Stromberg to Europe

Hollywood—Hunt Stromberg sails from New York for Europe on July 18.

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....STIllwell 7940

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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 25 NEW YORK, MONDAY, JUNE 29, 1931 TEN CENTS

"Buy Now" Is Urgent Plea Of Michalove

Regards Move to Hold Out "A Danger"

The "Buy Right—Buy Now" movement has won the whole-hearted support of Dan Michalove, head of the Warner theatre department, who sees in it a benefit for the exhibitor. In his statement he asserts:



Dan Michalove

"The exhibitor who is holding back on his next year's buy is creating a dangerous situation for himself and the industry at large. The reason for this is evident. Since theatre profits depend primarily and almost solely upon the quality of the picture product he plays, it stands to reason that producers knowing that their product has already been contracted for throughout the country, will put everything they have into those pictures to give them the benefit of the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

U. S. Charges Maloy Evaded Income Tax

CHICAGO—Tom Maloy, head of the local opertors' union, is facing federal prosecution for income tax evasion, according to Robert Neely, collector of internal revenue, who says his agents uncovered Maloy bank accounts indicating that his income is about triple that of his filed returns. Agents working on the case for some time are about through and Federal grand jury action may come early in the week.

Oppose Double, Go for Triple Bills

RKO is on record with a policy stand against double featuring. Yet in its Keith's Prospect in Brooklyn, triple features are the vogue weekly. That house ordinarily plays double features on Wednesday, Thursday and Friday, but as a move to stimulate night business each Friday night, a preview of the incoming feature is being thrown in as part of the regular twin-bill program.

Ask Receiver For St. Louis W. B. Houses

ST. LOUIS—Returnable tomorrow, Circuit Judge Moses N. Hartmann has issued an order for the St. Louis Amusement Co. to show cause why a receivership should not be appointed. He acted on a petition for a receivership filed by Jack and Katie Shea, minority stockholders in the amusement company.

Shea is manager of the Montgomery, which is not affiliated with St. Louis Amusement. He holds 30 shares and his sister, 55 shares of the Class "A" stock. The petition does not charge that the amusement company is insolvent, but alleges that Warners, who control it, have directed the company's affairs in their own interest

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

See United Artists' New List Up to 16

United Artists program of 14 for 1931-32 season is expected to be increased to 16 before the end of the season. Douglas Fairbanks and Mary Pickford, while not yet on the list, are expected to come through with pictures. Fairbanks is understood planning to supply the dialogue for the pictures recently taken on that trip to foreign countries.

With the minimum of 16 this represents two less over last year, when the schedule was 18. No shorts will be distributed.

Seek Ban on Censor Pull In Chicago

CHICAGO—A number of women's clubs here and Dr. Fred Eastman of the *The Christian Century Magazine* are agitating to bring to an end "privileges" allegedly enjoyed by important local distributors and exhibitors. These "privileges" are described as moves which over-ride decisions of the censor board.

It is charged that "Laughing Sinners" and "Never the Twain Shall Meet," M-G-M features, were released on "Adults Only" permits from the censor and yet they are being shown to unrestricted audiences by Balaban & Katz. Acting Police Commissoner Alcock, the only municipal official authorized to veto censor

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Sheehan Rushes East To Meet Co-Directors

HOLLYWOOD — Winfield Sheehan, who returned to the Fox lot Tuesday from a long stay in New York, again left for the East on Saturday. He is due to return here July 7.

The new Fox directorate, which includes important names in the banking and industrial world, is yet to hold its first meeting. Sheehan's quick return East is reported for the purpose of becoming acquainted with his co-directors.

Signs Not Red But Green, Is Katz's Belief

Turn in Road Here, Says Head of Publix

Bearish for the last six months, Sam Katz has joined the bull market on optimism.

"I have hitherto refrained from making any cheerful forecast about our business because I could not honestly feel that conditions warranted them," he says in a message to the Publix field force. "Now, however, for the first time in over six months, I believe I can strike a definite note of optimism in speaking of our business in the near future. All the signs seem to point in that direction, as a result of President Hoover's proposal for debt relief."



Sam Katz

This is how Katz views it:

"In every country of the world, government heads, bankers, industrial leaders and economists are hailing

(*Continued on page 2*)

First Cut Dividend Paid by Paramount

Paramount Publix paid its first reduced quarterly dividend of 62½ cents Saturday. Accompanying the checks was a circular stating that "despite the competition of the outdoors and the heat, Paramount believes good pictures plus modern cooling plants, with which most good theatres are equipped, will attract the public in summer."

Producers "Running Out" Is Church Charge; Hays Denies

Charging that the Hays organization has had difficulties in its efforts "to keep refractory members from 'running out'" on the program of self-regulation set up within the industry, the Federal Council of the Churches of Christ in America, in a report on motion pictures made by its Department of Research and Education, is endeavoring to determine whether cooperation with the Hays group is "warranted by the results."

Hays, as spokesman for the industry, hits back and, by actual quotations from the factual report of the council's investigators, submits proofs that the charge of "running out" is contrary to the facts.

Two voluminous reports, containing

(*Continued on page 6*)

Stolen Sweets

Thievery of the cash boxes and the candy itself from vending machines is a concern to Publix. Managers are being warned to empty receipts daily and to move the stock to their offices to be filed under lock and key every night. All losses of this type are being charged up to individual operations.

A Pip

Chalk this up as one for the book. It's "I'm Telling You" (Paramount) and it presents Willie and Eugene Howard in one of the funniest skits in some time. They go through a running fire of gags that are a treat. It's a pip for any kind of program.

KANN

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 29, 1931 No. 25

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Ask Receiver For St. Louis W. B. Houses

(*Continued from page* 1)

and to the detriment of the minority stockholders. The petition names as defendants H. M. Warner, Abel Cary Thomas, Albert Warner, Charles Skouras, Sam Carlisle and Samuel B. Jeffries.

In another action, William J. Blake, owner of 45 shares "A" and six shares of "B" stock, seeks a receiver for Skouras Bros. Enterprises, Inc., owners of the controlling stock in the St. Louis Amusement Co. The action field in the St. Louis circuit court, like the Shea suit, does not charge the company with insolvency but asks the court that, if a receiver is appointed he be directed to bring suit against Warner Brothers, owners of the voting stock in the Skouras Enterprises, Inc., to compel the Warner interests to account for their management in the local houses involved. Blake claims that this management has been detrimental to stockholders of the Skouras Bros. Enterprises "A" stock. The petition also alleges that control of the theatres could have been sold more advantageously to Paramount and that Warners had altered the method of operation to "to suit their own end."

Sam Jeffries an attorney for the Skouras and Warner interests, declared Saturday, the receivership suits are baseless. "The management of the theatres was never more efficient than when under Warner direction," he said.

"BUY RIGHT—BUT BUY NOW"

Tree Due on Coast

HOLLYWOOD — Dorothy Tree, who has appeared in several Broadway shows and lately a member of a stock company in Rochester, is due here today from New York to start work at the Paramount studios. She was signed to a term contract last week.

"Buy Now" Is Urgent Plea Of Michalove

(*Continued from page* 1)

best possible minds on story, cast, direction and production values.

"If, on the other hand, the product is not generally sold far enough in advance, and the producer is not able to compute the probable return on his investment, it stands to reason that instead of giving everything he can to his picture product, he will be forced because of the uncertainty of revenue to stint and economize beyond the line that one would ordinarily call healthy, and the subsequent result will show itself in the actual quality of the product the exhibitor receives.

"Realizing the vital necessity of encouraging other producers to put the best possible talent and stories into work, the Warner Theatre Circuit initiated its 1931-32 buying last April, with the result that we have already closed for the product with three outside major producing companies, and are now in the process of closing deals with every other reputable distributing company. Where ordinarily this circuit did not close for its complete picture buys until late in August or September, this year will witness the consummation of practically all of our deals no later than July 15.

"The public has shown us consistently that they will patronize any picture of merit. This, despite the unusually hard year we have just gone through. If we, in the exhibition field, hope to continue operating our theatres at a profit, it is absolutely essential that we recognize and give aid to every company in the business that has anything to do with the production of motion pictures. Rather than hold back therefore, the exhibitor's only salvation is to obtain now the very best that the industry can give him. It is incumbent upon him not to eventually buy the product he needs, but to buy that product now. This will eliminate any doubt that may exist in the minds of the producers, and set them free to put those values into their forthcoming product that will spell definite satisfaction and maximum return at the box office.

"Let the exhibitor 'Buy Right'—but primarily let him 'Buy Now.'

"It is his only protection."

Signs Not Red But Green, Is Katz's Belief

(*Continued from page* 1)

President Hoover's proposal as a sure step toward stabilization in world trade and a cure for business depression. A wave of buying enthusiasm has swept over the security and commodity markets of the world, with the world-wide advance in prices adding billions of dollars to open market values. In New York City, there was a 1,000,000 share turnover in the first half-hour opening of the Stock Exchange on Monday morning, with the widest average advance for the month —most of it realized after President Hoover's announcement—since August, 1929.

"Similar buying activity, with a corresponding increase in values, took place in practically every capital of the world. This recovery from the lethargy and timidity which has characterized buyers in the past year can only result in one thing—improved business conditions generally, from which our theatres will directly benefit."

"BUY RIGHT—BUT BUY NOW"

H-F House in Del Rio

DEL RIO, TEX.—A South Main street lot has been purchased at a cost of $16,000 on which a new $130,000 theatre will be erected for opening in September, and will have over $100,000 invested in the plant and equipment by the Hughes-Franklin chain, announced Paul J. Poag, manager of the Princess and Casino theatres here.

Stocks Continue Higher; E. K. Gains 4¼

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¾	7½	7½	— ¼	700
Consolidated Film Industries pfd	14⅛	14⅛	14⅛	.....	100
Eastman Kodak	156½	150	156½	+4¼	3,600
Fox Film "A"	22⅞	21	22⅛	+ ⅜	20,600
General Theatre Equipment new	5⅛	4¾	4⅞	.....	3,400
Loew's, Inc.	45¼	45	45⅛	— ¾	9,700
Paramount Publix	28⅜	27¼	28⅛	+ ⅝	14,300
Pathe Exchange	1⅝	1½	1⅝	.....	400
Pathe Exchange "A"	5¾	5¾	5¾	.....	200
RKO	17⅛	16¼	17	+ ⅝	15,800
Warner Bros.	8⅞	8⅜	8½	+ ½	2,700

Curb Issues Also Advance

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	13⅛	12	12	—1	400
Fox Theatres "A"	3⅝	3½	3⅝	+ ⅛	600
General Theatre Equipment pfd	10	9¼	9¾	+ ½	1,200
Technicolor	8	7	7½	+1	400
Trans Lux	6	6	6	— ¼	300

Bonds Irregular; P. F. L. Drops 2½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40⅞	39	40	+1	24
Loew's 6s '41 ex war	97¼	97	97	—1	4
Paramount Broadway 5½s '51	101	101	101	.....	3
Paramount F. L. 6s '47	91	90	90	—2½	3
Paramount Publix 5½s, '50	81¾	81	81¾	+ ¾	6
Pathe 7s '37 w w	90	90	90	.....	1
Warner Bros. 6s '39 w d	43	42	43	+ ¾	6



M. A. Lightman for the M. P. T. O. A.'s support of the "Buy Now" movement.

Seek Ban on Censor Pull In Chicago

(*Continued from page* 1)

rulings, denies reversing the board on two pictures under fire. Leo Spitz, attorney for B. & K. who incidentally campaigned for newly-elected Mayor Cermak, put Henry Sonnenschein, the mayor's secretary, on the spot by stating it was Sonnenschein who advised the circuit to ignore the censor ruling after looking at the pictures.

Sonnenschein denies his, saying he paid his way to see "Never the Twain Shall Meet" and gave nobody permission to exhibit it counter to censor ruling.

"BUY RIGHT—BUT BUY NOW"

Godfrey Back to Law

George A. Godfrey, former general booking manager or RKO, is returning to general practice of law. Prior to his booking post he was associated Orpheum circuit. He will also represent a number of artists.

"BUY RIGHT—BUT BUY NOW"

MacKain to Europe

Clarence MacKain of Universal's branch operation department leaves tonight for Europe, making his headquarters in London. He will study branch operations in the company's foreign offices.

"BUY RIGHT—BUT BUY NOW"

Col. Signs Two Directors

HOLLYWOOD—Rowland V. Lee and Edward Sedgwick have been signed by Columbia. Lee will direct "Guilty Generation," while Sedgwick will megaphone an untitled Graves-Holt vehicle.

"BUY RIGHT—BUT BUY NOW"

"School's Out" Plan

BUFFALO—Shea-Publix theatres are going after kid business in special "school's out" advertising in the newspapers.

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M. Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
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"You have gone Trader Horn but the motion picture you inspired lives on forever."



"Free Soul" Big in Rain, Albany Says

ALBANY—With the crowds standing 10 deep one night in the second gallery, Harmanus-Bleecker Hall, with "A Free Soul" was easily the big money getter for the week in Albany, bucking nights when the mercury stood at 90 and other evenings with rain. Shearer's picture went about $12,000 for the week, which is $2,000 above normal for the Hall, considered extremely good, considering weather and daylight saving. The picture opened very big, despite extremely hot weather, and was the only picture in town that successfully coped with the mercury. The Leland dropped its admission prices during the week and according to the management this move helped out quite a bit, although the week was below normal. The Ritz started in with double features in bucking daylight saving and summer weather.

Estimated takings for the week ending June 25:

"A FREE SOUL" (M-G-M)
HARMANUS-BLEECKER HALL — (2,300), 35c-50c, 6 days. **Gross:** $11,650. (Average, $10,000).

"ALWAYS GOODBYE" (Fox)
LELAND — (1,350), 25c-25c, 6 days. **Gross:** $4,100. (Average, $6,000.)

"A SOLDIER'S PLAYTHING" (W.-B.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $2,150. (Average, $4,500, for 6 days.)

"THE SINGLE SIN" (Tiff.)
"CAPTAIN THUNDER" (W.-B.)
RITZ..(1,146), 25c-35c, 3 days. **Gross:** $2,000. (Average, $2,250 for 3 days.) This house is now playing double features with a change every three days.

"THE GOOD BAD GIRL" (Col.)
PROCTOR'S R-K-O—(1,500), 20c-60c, 3 days. **Gross:** $2,600. (Average, $3,000.)

"THE LAWYER'S SECRET" (Para.)
PROCTOR'S R-K-O—(1,500), 20-60c, 3 days. **Gross:** $2,800. Average, $3,000.)

"SMART MONEY" (W.-B.)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $7,100. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

"Free Soul" High Hitter In Cleveland

CLEVELAND—Competing against excessive heat, "A Free Soul" with $19,000 grossed more than any picture at the Allen in the past eight weeks, the figure being $1,000 over par. Every other first run skidded under normal.

Estimated takings for the week ending June 25:

"MEN OF THE SKY" (F. N.)
WARNERS' LAKE—(800), 40c-60c, 7 days. **Gross:** $3,500. (Average, $5,000.)

Week ending June 26:

"FIVE AND TEN" (M-G-M)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $17,000. (Average, $20,000.)

Week ending June 27:

"A FREE SOUL" (M-G-M)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $19,000. (Average, $18,000.)

"GIRL FROM REEPERBAHN" (Fischer)
ALHAMBRA—(1,400), 25c-50c, 2nd week, 7 days. **Gross:** $6,000. (No average available.)

"STEPPING OUT" (M-G-M)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"TRANSGRESSION" (Radio)
RKO HIPPODROME—(4,100), 25c-75c, 7 days. **Gross:** $12,000. (Average, $15,000.)

"QUICK MILLIONS" (Fox)
RKO PALACE—(3,100), 25c-75c, 7 days. **Gross:** $18,000. (Average, $23,000.)

Heat Smacks All First Runs In Providence

PROVIDENCE—Not a decent spot in the city. Heat and poor films combined to make this week one of the poorest in the history of show business here. The Majestic topped the list with a double-feature bill of "Women of All Nationas" and "Camel's Back." But at that the $10,500 it garnered was just fair.

All other houses were at rock bottom, Loew's State was way off with "Five and Ten" at $9,500. Paramount with "I Take This Woman" nearly hit bottom with slightly over $6,000. RKO Victory just eased into the $3,000 spot, while the RKO Albee was close to doing a flop with "Good Bad Girl," at $4,500.

Estimated takings for the week ending June 25:

"FIVE AND TEN" (M-G-M)
LOEW'S STATE — (3,800), 20c-75c, 7 days. **Gross:** $9,500. (Average, $18,000.)

"I TAKE THIS WOMAN" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,000. (Average, $10,000.)

"WOMAN OF ALL NATIONS" (Fox) and "THE CAMEL'S BACK" (Fox)
MAJESTIC — (2,300), 10c-50c, 7 days. **Gross:** $10,500. (Average, $10,000.)

"GOOD BAD GIRL" (Col.)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $4,500. (Average, $9,000.)

"UP FOR MURDER" (Universal)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $3,000. (Average, $6,500.)

"BUY RIGHT—BUT BUY NOW"

"Indiscreet" Leads a Fine Boston Week

BOSTON—Grosses, like the stock market, went up here with a vengeance. Every first run in the city topped its average gross, "Indiscreet" leading the procession with $24,000—$4,000 over par. "Daddy Long Legs" pulled the Metropolitan out of the red of the past three weeks with $35,000—$3,000 above average. Other houses had nothing to complain about, in view of the hot weather.

Estimated takings for the week ending June 25:

"LOVER COME BACK" (Col.)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $20,500. (Average, $18,000.)

"TRANSGRESSION" (Radio)
KEITH'S—(2,800), 30c-65c, 7 days. **Gross:** $21,000. (Average, $18,000.)

"LAUGHING SINNERS" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $22,000. (Average, $20,000.)

"INDISCREET" (U. A.)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $24,000. (Average, $20,000.)

"DADDY LONG LEGS" (Fox)
METROPOLITAN — (4,350), 25c-60c, 7 days. **Gross:** $35,000. (Average, $32,000.)

"CHANCES" (F. N.)
OLYMPIA — (2,500), 25c-50c. 7 days. **Gross:** $16,500. (Average, $15,000.)

"THE VICE SQUAD" (Para.)
SCOLLAY SQUARE—(1,800), 25c-50c. 7 days. **Gross:** $17,000. (Average, $15,000.)

"CHANCES" (F. N.)
UPTOWN—(2,000), 25c-60c. 7 days. **Gross:** $13,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Lyon on Sales Tour

B. F. Lyon, Canadian sales manager for Warners-First National, is off on a trip to the coast that will embrace all the cities of any importance in his territory.

"Front Page" St. Paul's Big Money Maker

ST. PAUL—This city went "Front Page" with a bang, and as a result the Paramount box-office took in $9,200, as against a par of $7,500. "Tarnished Lady" and "Hell Bound" also went over average.

Estimated takings for the week ending June 26:

"THE FRONT PAGE" (U. A.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $9,200. (Average, $7,500.)

"WOMEN OF ALL NATIONS" (Fox)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"HELL BOUND" (Tiff.)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Four acts vaudeville. **Gross:** $12,500. (Average, $12,000.)

"THE TARNISHED LADY" (Para.)
TOWER—(1,000). 15c-25c. 7 days. **Gross:** $2,800. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

$2,000 Above Par Houston "Legs" Take

HOUSTON—The combination of romance, pathos and humor proved again that it is sure-fire audience stuff, and "Daddy Long Legs," playing the Metropolitan, hit a gross of $10,000, which is $2,000 above average. "The Public Enemy" started slowly at the Kirby, but managed to reach par by the end of the week with $5,000.

Estimated takings for the week ending June 25:

"PUBLIC ENEMY" (Warners)
KIRBY — (1,654), 25c-35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"FIVE AND TEN" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $5,000. (Average, $8,000.)

"DADDY LONG LEGS" (Fox)
METROPOLITAN—(2,512), 25c-35c-50c, 7 day. **Gross:** $10,000. (Average, $8,000.)

"SEED" (Univ.)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

'Seed' Sprouts In Buffalo; Others Flop

BUFFALO—Hot weather and the Ringling Circus kept the grosses down, with "Seed" pulling in fair business for summer time. "Bachelor Apartment" took it on the chin for, after grossing $2,800 for three days at the Century, against a weekly average of $12,000, it was yanked and "Gold Dust Gertie" substituted. The latter, however, brought in only $3,100 for the last four days of the week.

Estimated takings for the week ending June 26:

"SEED" (Univ.)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show. **Gross:** $23,500. (Average, $25,000.)

"BACHELOR APARTMENT" (Radio)
CENTURY — (3,000), 25c-35c, 3 days. **Gross:** $2,800. (Average for week, $12,000.)

"GOLD DUST GERTIE" (Warners)
CENTURY — (3,000), 25c-35c, 4 days. **Gross:** $3,100. (Average for week, $12,000.)

"ANNABELLE'S AFFAIRS" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $18,000. (Average, $22,500.)

"THE MALTESE FALCON" (Warners)
HIPPODROME—(2,100), 25c-50c, 7 days. Vaudeville. **Gross:** $15,500. (Average, $20,000.)

"EVERYTHING'S ROSIE" (Radio)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $8,900. (Average, $12,000.)

'Daddy' Beats Average Mpls. Take $12,000

MINNEAPOLIS—Although record heat hit this city, "Daddy Long Legs" was unaware of it, for it went $12,000 above the Minnesota's average for the week, the gross being $32,000. The conclave of the Knights Templar helped generally, all of the first runs hitting average or better.

Estimated takings for the week ending June 26:

"DUDE RANCH" (Para.)
ASTER—(812), 20c-35c, 7 days. **Gross:** $1,600. (Average, $1,500.)

"KICK IN" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,500. (Average, $2,500.)

"DADDY LONG LEGS" (Fox)
MINNESOTA—(4,000), 30c-75c, 7 days. Four acts vaudeville. **Gross:** $32,000. (Average, $20,000.)

"HELL BOUND" (Tiff.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Four acts vaudeville. **Gross:** $15,000. (Average, $14,000.)

"WOMAN OF ALL NATIONS" (Fox)
STATE — (2,300), 25c-35c-50c, 7 days. **Gross:** $8,200. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

"Legs" Philly Leader; Hikes Gross $9,000

PHILADELPHIA—"Daddy Long Legs" stepped on it at the Fox—and how! Although the house average is $26,000, the Janet Gaynor film took in a total of $35,000, or $9,000 over normal. Which is dough! All the other theatres fell below par, with the exception of "Ladies' Man," which grossed $3,300 at the Arcadia—$300 to the good.

Estimated takings for the week ending June 25:

"LADIES' MAN" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $3,300. (Average, $3,000).

"EVERYTHING'S ROSIE" (Radio)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $18,000. (Average, $18,000.)

"DADDY LONG LEGS" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $35,000. (Average, $26,000.)

"MEN OF THE SKY" (F. N.)
KARLTON—(1,000), 40c-50c, 5 days. **Gross:** $3,700. (Average, $5,000.)

"THE VICE SQUAD" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $14,000. (Average, $18,000.)

"JUST A GIGOLO" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $35,000. (Average, $40,000.)

"SMART MONEY" (Warners)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $14,000. (Average, $18,000.)

"GOOD BAD GIRL" (Col.)
STANTON—(1,700), 35c-50c-75c, 7 days. **Gross:** $9,000. (Average, $11,000.)

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Frisco Gives "Secret Six" $14,750 Take

SAN FRANCISCO—Grosses were generally good here with the El Capitan doing phenomenal business for a second run house with "The Secret Six." Its gross of $14,750 was $1,750 above average. "Up for Murder" went $1,500 above with $16,500 at the Golden Gate, and "The Black Camel" $1,000 above at the Warfield, ringing up $22,000.

Estimated takings for the week ending June 23:

"UP FOR MURDER" (Univ.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Vaudeville. **Gross:** $16,500. (Average, $15,000.)

Week ending June 24:

"SECRET SIX" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band; stage show. **Gross:** $14,750. (Average, $13,000.)

"ALWAYS GOODBYE" (Fox)
FOX—(4,600), 50c-65c-75c-$1, 7 days. F. & M stage show; Walt Roesner concert. **Gross:** $34,000. (Average, $34,000.)

"WHITE SHOULDERS" (Radio)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $12,000.)

"THE VICE SQUAD" (Para.)
PARAMOUNT—(2,740), 35c-50c-65c-90c, 7 days. Jess Stafford's band. **Gross:** $19,000. (Average, $19,000.)

"CITY LIGHTS" (U.A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days, 4th week. **Gross:** $10,500. (Average not available yet.)

"THE BLACK CAMEL" (Fox)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $22,000. (Average, $21,000.)

Week ending June 25:

"GOLD DUST GERTIE" (Warners)
WARNER BROS.—(1,385), 35c-50c, 7 days. **Gross:** $8,500. (Average, $10,500.)

"BUY RIGHT—BUT BUY NOW"

Seattle Gives "Sinners" Top Gross-$14,500

SEATTLE—"Laughing Sinners" was the high gross getter here with $14,500, which rated it a grand above the average intake, and "Daddy Long Legs" in its second week at the Fox Fifth Avenue took in $11,000, which, while $1,000 under par, was considered satisfactory.

Estimated takings for the week ending June 25:

"KICK IN" (Para.)
FOX COLISEUM—2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. Average for week, $5,000.)

"SEAS BENEATH" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,000. (Average for week, $5,000.)

"DADDY LONG LEGS" (Fox)
FOX FIFTH AVENUE (2,700), 25c-35c-50c-75c, 2nd week, 7 days. **Gross:** $11,000. (Average, $12,000.)

"LAUGHING SINNERS" (M-G-M)
FOX PARAMOUNT (3,150), 25c-35c-50c-75c, 7 days. Stage show. **Gross:** $14,500. (Average, $13,500.)

"ROUGH WATERS" (Warners)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"SVENGALI" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $7,500. (Average, $7,500.)

"WHITE SHOULDERS" (Col.)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaudeville. **Gross:** $13,00. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Lombard, Powell Wed

HOLLYWOOD—Carole Lombard and William Powell, who were married here Friday night, have left on a honeymoon to Honolulu.

Producers "Running Out" Is Church Charge; Hays Denies

(*Continued from page* 1)

the charges by the Council and the rebuttal by Hays, were made public on Saturday and culminate a dispute long-standing, which last week persuaded Carl E. Milliken of the Hays organization to resign from the administration board of the Protestant Church group.

For newspaper use, the council has released a 5,000-word statement, but the factual report, outcome of a full year's investigation, was not made public. Hays, in his answering letter to Bishop Francis J. Connell, president of the Federal Council, pointedly asks why. "We are at a loss to understand," he says, "the purpose in broadcasting a statement to the press based solely on your Department's conclusions, without distributing to the newspapers at the same time the facts developed by its own investigators and upon which such conclusions must necessarily be based.

"If financial considerations are the only bar to the general distribution of your Department's factual report, the Motion Picture Producers and Distributors of America hereby offers every possible cooperation to secure the wide distribution of the report, in order that the public at large and the Protestant churches of the nation may be able to draw such conclusions as the facts demand."

Hays made an important point of these affirmative declarations regarding the M. P. P. D. A. which appear in the Council's report:

> That this organization has entertained laudable purposes;
>
> That it has set up helpful procedures;
>
> That it has done constructive work in hammering out standards and securing recognition of those standards;
>
> That it has "no small accomplishment" to its credit in the development of an extensive program of cooperation and the use of preview lists;
>
> That the record of the industry in settling disputes by arbitration is impressive;
>
> That it has accomplished something noteworthy in the matter of employment conditions.

To which Hays replied:

In answering the charge that member companies are inclined to "run out," Hays digs into the Council's unreleased factual report and quotes those portions of it which commend producer cooperation with the Studio Relations Committee in changing scripts to conform with the production Code of Ethics. He also cites the report on producer cooperation extended to Mrs. Thomas G. Winter, who is serving in Hollywood as representative of clubwomen; and the manner in which both the production and advertising codes are functioning.

The Council, in its attack, stresses payment of salary to officials of the religious group by the Hays association and construes it as inviting "a damaging interpretation" and as a policy to "undermine public confidence on both sides and to give rise to sinister inferences." Admitting that such methods have often been used by other organizations, the Council nevertheless, finds in them illustrations of the "vague and indefinite ethics of the business community."

To which Hays replies:

"What is to be said about those who betray their religious constituencies by demanding and receiving compensation for lecture tours on the subject of 'exposing the movies?' What is to be said about the professional 'pamphleteer' who deliberately mis-states facts and figures with regard to motion pictures? What is to be said about those whose zeal 'to reform the movies' begins only when they discovered that the industry will not comply with their demands for financial contributions?"

Hays then cites from a letter written to the M.P.P.D.A. on June 14, 1926 by the Rev. George Reid Andrews in his then capacity of chairman of the Federal Council Committee on Religious Drama and as executive secretary of the Church and Drama Association, asking for 10 per cent of the gross receipts of "King of Kings."

"From the day he was finally made to realize that the industry would not accede to this and subsequent demands for contributions, the Rev. George Reid Andrews has conducted a campaign of statements and charges against the motion picture industry," states Hays.

"In view of the complete silence maintained in the conclusions handed down by the Department of Research and Education concerning this and similar situations, perhaps there is something to be said in favor of the ethics of the American industrial and business community."

Hays concedes that the self-regulation task is not completed, but points out the difficulties. "The fact remains that progress, and steady progress, is being made. Insofar as the Department of Research and Education has recorded the evidence of such progress, it praises the doughnut and condemns the size of the hole," he states in conclusion.

"BUY RIGHT—BUT BUY NOW"

Starlet Helps 'Camel' Take in Indianapolis

INDIANAPOLIS—"The Black Camel" took the lead this week with $10,500 at the Lyric, whose average intake is $9,000, but it was generally conceded that Jean Darling, an Our Gang star, was the big draw. "Daddy Long Legs," in its third week at the Apollo, rang up $5,100, which is $400 below normal.

Estimated takings for the week ending June 26:

"DADDY LONG LEGS" (Fox)
APOLLO—(1,100), 25c-50c, 7 days. 3rd week. **Gross:** $5,100. (Average, $5,500.)

"THE LADY WHO DARED" (F. N.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $7,500. (Average, $8,500.)

"THE VICE SQUAD" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. Publix unit. **Gross:** $18,500. (Average, $20,000.)

"THE BLACK CAMEL" (Fox)
LYRIC—(2,000), 25c-50c, 7 days. RKO vaudeville. **Gross:** $10,500. (Average, $9,000.)

"JUST A GIGOLO" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,600. (Average, $12,000.)

Chicago Loop Takes a Bath In "Red Ink"

CHICAGO—The Loop took a terrific dip into the red, with the heat sending Chicagoans into the cellars. Balaban & Katz's Chicago, the Loop leader, went into the red with "Just a Gigolo" for the first time in years. The Oriental did likewise with "Party Husband," as did the State-Lake with "Transgression."

McVickers replaced "Daddy Long Legs" on the fifth day of its third week with "A Free Soul," which clicked a nice $12,750 for the first three days. The United Artists was fair with "The Night Angel" getting $21,650.

Estimated takings for the week ending June 24:

"MONSTERS OF THE DEEP" (State Rights) and "SUBWAY EXPRESS" (Col.)
ORPHEUM (665), 35c-50c-75c, 9 days. **Gross:** $4,110. (Average, $3,200.)

"THE NIGHT ANGEL" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, first week. **Gross:** $21,650. (Average, $24,600.)

Week ending June 26:

"TRADER HORN" (M-G-M)
CASTLE—(299), 40c-60c, 2nd week, 2nd Loop run. **Gross:** $3,247. (Average, $3,500.)

"JUST A GIGOLO' (M-G-M)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days. Stage show headed by Molly Picon; orchestra. **Gross:** $33,250. (Average, $46,000.)

"DADDY LONG LEGS" (Fox)
McVICKERS—(2,284), 35c-50c-85c, 3d week, 5 days. **Gross:** $11,400. (Average, $28,500.)

"A FREE SOUL" (M-G-M)
McVICKERS—(2,284), 35c-50c-85c, first 3 days. **Gross:** $12,750.

"PARTY HUSBAND" (F. N.)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Stage show, orchestra. **Gross:** $19,450. (Average, $36,500.)

"FIVE AND TEN" (M-G-M)
ROOSEVELT—(1,591), 35c-50c-75c-85c, 2nd Loop week. **Gross:** $12,500. (Average, $23,200.)

"TRANSGRESSION' (Radio)
STATE-LAKE—(2,776), 35c-50c-75c-85c, 1st week. **Gross:** $13,200. (Average, $30,200.)

Week ending June 27:

"LOVER COME BACK" (Col.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Vaudeville headed by Rosetta Duncan, orchestra. **Gross:** $20,650. (Average, $24,500).

"BUY RIGHT—BUT BUY NOW"

"Gigolo" One Grand Above In Charlotte

CHARLOTTE—Two bargain matinees at the Carolina offset part of the ravages of hot weather to give it a fair showing for the week. "Just a Gigolo" was the leader with $6,500, rating one grand above the average figure.

Estimate takings for the week ending June 27:

"BIG BUSINESS GIRL" (F.N.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,000. (Average, $3,750.)

"SMART MONEY" (F.N.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $4,000. (Average, $3,750.)

"A FREE SOUL" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $4,500. (Average, $5,500.)

"JUST A GIGOLO" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,500. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

Splurge on Ads

BUFFALO — Remembering what "Strangers May Kiss" did here, M-G-M spent plenty of money, going in for three-quarter page newspaper spreads, on "A Free Soul," playing at the Great Lakes.

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VO. 30. NO. 26 NEW YORK, TUESDAY, JUNE 30, 1931 TEN CENTS

35-City Pool Under Way

10c Matinees Keep Houses Open in N. Y.

Exhibs Forced to Shave Scale to Keep Going

Ten-cent matinees are increasing in Greater New York with the results declared to be showing marked improvement in business where exhibitors have revised the scale. Shaving of five cents from the afternoon, in many instances, has kept open theatres where it has previously been impossible to operate at the former scale and meager attendance.

Changing to the ten-cent policy has resulted in one Brooklyn circuit

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Florida Governor Seeking More Tax

TAMPA—The first "extra" session of the Florida Legislature has expired and the governor has issued a call for a second extra session for 20 days commencing July 6.

During the 60 working days of the regular session and 20 of the first extra session the legislature failed to

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

R.J.O'Donnell Named To Succeed Bill Saal

R. J. O'Donnell, divisional district manager for Publix in the Southeast, with the former Saenger circuit his particular supervisory task, yesterday succeeded William Saal as director for Publix in the South and Southeast.

Sam Dembow, Jr., told MOTION PICTURE DAILY yesterday O'Donnell's successor had not been named. Elsewhere, it was learned that the post may not be filled.

"BUY RIGHT—BUT BUY NOW"

M-G-M Returning to Musicals, Is Report

HOLLYWOOD—M-G-M is looking forward to return of musicals. Max Lief, author of "Hangover," who recently came out here to do dialogue, has been switched and now is doing a number of lyrics for future productions. Lief has had a number of songs published to his credit.

NBC Moving Along in Television

Definite indication that National Broadcasting is moving forward on its television plans is seen in word flashed from San Francisco yesterday that a 30-story "television" building is planned there. Don Gilman, an NBC vice-president, is authority for the statement.

It is understood that NBC is considering installation of four television transmitting stations to cover the United States and that San Francisco will be one of the quartette.

"Radio City" in New York is regarded by insiders as national headquarters for television—if and when that the type of broadcasting becomes practicable.

Dual Features On Death Bed In Cleveland

CLEVELAND—Theatre owners of this city are favoring a return to the single feature program as against the double feature program which is now in practice in the majority of houses. Claiming that double features are too costly and that they do not increase attendance in proportion to the added operating expense, many of the circuits are planning to discontinue this policy, starting in August.

"BUY RIGHT—BUT BUY NOW"

Fifteen More Close Doors in Chicago

CHICAGO—Fifteen additional theatres closed here for the summer during the week, bringing the total of summer closings in Chicago well over 100.

Among recent closings was that of the Lexington, owned by Aaron Saperstein, president of the Illinois Allied organization.

Publix Deal With Wilby On in South

Publix is preparing to step out of theatre management in North Carolina and to sell a fifty per cent interest in the 25 houses it operates on its own in that state to Publix-Kincey Theatres, provided Bob Wilby will go for the idea. Publix-Kincey is owned half and half by Publix and Wilby and his associates, with management vested in Wilby, who arrives in New

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Fox Circuit Soon to Evacuate Brooklyn?

Fox Theatres will soon be out of the Brooklyn territory if negotiations reported under way for disposal of the remaining theatres in that borough materialize.

Louis Frisch and Sam Rinzler are understood getting together with Louis

(*Continued on page 4*)

Book Publishers Are Seeking "Fair Cut" in Picture Rights

Secret meetings, it is understood, are being held by book publishers who are banding together on the question of percentage of the movie rights. The publishers are said to be getting together on the new form contract which will provide for a cut on the movie rights of published novels. Authors in the future may have to split on the monies accrued from picture and talking rights, notwithstanding if they participate in selling of the rights or not.

The move has been started because publishers aver they have taken all risks in publishing an author's works and then the author, if he or she is lucky, turns around and sells the rights for the screen, leaving them in the cold on the extra money. Publishers have only been paid on sale of

(*Continued on page 8*)

200 to 300 Houses in "Swaps" Sought by 5 Major Circuits

The biggest theatre pool in the history of the industry is under way. RKO, Fox, Loew's, Warners and Publix—the five producer-controlled circuits—are the leading figures in the move.

Thirty-five cities and between 200 and 300 de luxe theatres are involved in the deliberations. Between circuit head deliberations and lawyers' council rooms, some of the discussed arrangements may hit snags, but the intent to get together is undoubtedly serious.

RKO has been talking to Fox about acquisition and management of the Audubon, Park Plaza, Crotona, Fox Brooklyn, Academy of Music, Japanese Gardens and Nemo in Greater New York. A Fox official admitted yesterday the deal had been discussed, but was now cold. It will probably be revived.

Loew executives are known to have inspected a number of Fox

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

MPTO in Maryland Hits at Percentage

BALTIMORE—The M. P. T. O. of Maryland is on record as opposed to percentage booking. At a recent meeting the following resolution was unanimously passed:

"That we, the members of the Motion Picture Theatre Owners of Maryland, are opposed to playing pictures on a percentage basis. Any member violating this ruling shall be fined or suspended at the discretion of the board of directors."

Gag

Emil Jensen, general manager of Inspiration Pictures, is back in New York from an extended stay on the Coast.

"What kept you out there so long, Emil?" someone asked him yesterday.

"Oh, just inspiration," was Jensen's reply.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 June 30, 1931 No. 26

MARTIN QUIGLEY
Editor-in-Chief and Publisher
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JAMES A. CRON
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Get This!

THE circuits, there is substantial reason to believe, are learning very rapidly now that there are more kinks in the business of theatre operation than theorizing on paper would indicate.

They are discovering—sometimes to their costly sorrow, for instance — that big towns are not little towns and contra wise, too, and that what goes great guns in New York is mere pop guns in Charlotte.

TODAY Bob Wilby pays a very infrequent visit to New York. What brings him here, we learn, is a deal whereby Publix will sell fifty percent in the 25 North Carolina theatres it now owns one hundred per cent with management going to Wilby. Unexpressed and behind that deal, we further learn, is the rather well-grounded suspicion that Wilby, locally known and locally entrenched, can make a much better go of it than Publix. That's that.

HERE in New York and right under the nose of the trade, something identically geared is transpiring. Fox has turned back a neat carload of theatres to independent operators. In some cases, they are the men who originally ran them, but in all cases, local men. Early reports indicate that where the Fox operation indifferently clicked, the new operation is successful.

The conclusion to be drawn from these and other instances which we shall tell about from time to time is this:

That the major circuits are learning they don't have to hit high into the numerical equation to be effectively effective in their operations.

The future for the independent showmen, therefore, is getting brighter as the year grows older. Regardless of whether the circuits can fail to make a go of the small theatre town situation or whether they've made up their minds not to bother with them, this is the situation.

It should spring hope in a lot of minds.

KANN

Off the Record

M-G-M's New York exchange has inaugurated a novel idea which rates plenty of congrats. In order to keep its six bookers up to date on the product so that they can talk intelligently on each subject when an exhibitor queries them, the company curtails bookings on Thursday afternoons at 2:30 so that these bookers can look at a picture once a week. There's no other known exchange in the country doing it. This may be a tip-off for the others.

●

A certain publicity man is writing a novel of a mystery current in the daily headlines. It's being penned under a pseudonym and will cause plenty of Cain when it is published by a press with an Indian name.

●

William Fox knows how to make pictures, Abram F. Myers, president of the Allied States Association, declared at Atlantic City during the New Jersey exhibitor meeting. Myers hopes that Fox will return to the picture business.

●

What a lot of Bronx cheers "Sweepstakes" got at its opening at the Mayfair on the wide film sequences. It turned out to be one of the real laughs of the theatre's season, although the laughs came where they weren't intended.

●

An independent circuit that has a booking and buying deal for three years with a national circuit is understood anxious to say quits at expiration of the agreement this year. Reason is that some time ago the circuit planned to expand but because of the hook-up couldn't.

The product franchise tied in would clash with the other circuit.

●

The fact that companies print in red that contents in house organs are confidential is apparently a good reason for others desiring them. In one instance a house organ is circulating with a rubber stamped warning to its employees that its news is confidential. This is slapped on at the bottom of page one so that no one can miss it.

The very first day the new warning was issued the lead story which had to do with signing of a circuit deal for product got out. Maybe no one was sore!

Vets Exploit "Way Down East" Revival

The "Way Down East" revival, with the original music set to a synchronized score, is under way with A. Grey at the helm.

Five advance men, who handled the picture when it was first released, are now in the field. Lee Reilly is handling New England; John T. Thoma, Wisconsin, Chicago, Minnesota and the Dokotas; Ed Linderman, Eastern Pennsylvania, Delaware and Southern Jersey; Cy Connors, Western Pennsylvania and West Virginia, and Sam Blair, Indiana and Ohio.

Columbia-RKO Tied For League Lead

Erpi, Warners, RKO, RKO Pathe and Columbia were the victors in Saturday's games in the Motion Picture Athletic League for the Quigley Trophy. The RKO-Columbia game to determine the leadership of the league ended in a 3-3 deadlock and will be played off later in the season. The league standings for the week ending June 27 follow:

Team	W.	L.	Pct.
Columbia	7	0	1000
RKO	5	0	1000
Warner Bros.	3	1	.750
ERPI	4	3	.576
Fox	2	3	.400
National Theatres	2	5	.285
RKO Pathe	1	5	.167
RCA Photophone	0	7	.000

"BUY RIGHT—BUT BUY NOW"

Brown Succeeds Waite

Louis A. Brown goes from the advertising department of Fox Theatres in New York to Washington, where he succeeds Edgar A. Waite as director of publicity for the Fox house there. Waite is now Albert Margolies' assistant at the Roxy, the latter having taken over Martha Wilchinski's post.

"BUY RIGHT—BUT BUY NOW"

On Page Four

Financial markets of various film stocks will be found on page four of today's issue.

Give a ... to-

Truman H. Talley for that "Magic Carpet of Movietone" series of shorts.

Leo's Action vs. Fox Delayed Until Friday

Fox Theatres yesterday asked and obtained a four-day extension but by Friday must divulge why salary payments claimed by Joe Leo to be due him have not been forthcoming.

Leo has filed an action in the Municipal Court for $2,300 which he alleges represents salary arrears under his contract. Leo is reported to hold a contract that runs for 23 months. He was former president of Fox Metropolitan Playhouses under the William Fox regime, but became inactive when the Greater New York houses grouped under that coroprate name were turned over to Harry Arthur for operation.

"BUY RIGHT—BUT BUY NOW"

Lou Weinberg Col. Short Subject Mgr.

Lou Weinberg, Columbia home office sales executive, has been appointed short feature sales manager. In addition to these duties, he will represent Columbia in negotiations made with Loew in New York and also will be Columbia's East Coast representative on matters pertaining to the Fox Circuit.

Gallagher Out

Joe Gallagher has resigned from Columbia. Prior to the advent of Al Selig as director of publicity and advertising for that company, Gallagher bore the title. Later, he handled special exploitation on "Dirigible."

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Thousands of Exhibitors are guaranteeing themselves boom-time profits in the New Era of Prosperity by signing up for

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TYPICAL!

"I bought PARAMOUNT for 1931-2 because of quality, trade mark and fair dealing."
—*R.W. Spence, Lyric Theatre, Manchester, O.*

"I believe PARAMOUNT'S 1931-2 line-up is the strongest group the industry's leader ever had."—*D. L. Kelliher, New Sprague Thea., Elkhorn, Wis.*

"For 16 years PARAMOUNT has been an unfailing source of dependable product for us."
—*Smoots Circuit, Ohio*

"We bought PARAMOUNT for 1931-2 because we believe it to be the most attractive you ever offered."
—*Delft Theatres, Mich.*

"Happy to sign for 1931-2 because PARAMOUNT always gives us complete satisfaction."
—*Geo. R. Warren, Opera House, Woodville, N. H.*

"Buying PARAMOUNT for 1931-2; best ever offered by the company."
—*Fred Hinds, Strand Theatre, Whitewater, Wis.*

"Happy to buy PARAMOUNT because product looks good and service always 100%."
—*P. D. Hollen, Princess Theatre, Mt. Hope, W. Va.*

LET'S GO, ***Show Business, with*** **PARAMOUNT**

35-City Pool By 5 Circuits Is Under Way

(Continued from page 1)

theatres in Queens and Long Island with acquisition and management the reported twin objectives.

In Cleveland, RKO, as previously reported, has been looking over the Warner, Lake and Variety as one phase of the pooling move.

In Sioux City, it is understood an RKO-Paramount pool has been consummated with the former's holdings going to the latter.

In Racine, the move is understood to be taking a three-cornered slant with RKO, Warners and Fox working out details.

In Des Moines, Davenport, Rockford and South Bend where producer representation is centered in RKO and Paramount, deals are likewise reported in the making.

In Spokane, RKO and Fox are talking about a consolidation.

The general plan, it is learned, calls for the closing of one or more houses in a given situation with the companies in the pool splitting the rent of the darkened house. So far as can be gathered, each deal includes a franchise for product in order to give the producer-theatre owner a guaranteed outlet for his film.

Little or no money figures in the deliberations, although, as a natural business move, the circuits are endeavoring to secure cash in striking their deals.

The circuit heads are close-mouthed and are not talking. It has been an admitted fact for months, however, that with some exceptions, practically every large string of theatres is ready to part with some of its holdings on the proper terms.

Fox Circuit Soon to Evacuate Brooklyn?

(Continued from page 1)

Cohen on a deal to take over the 17 of the 18 houses Fox now is operating in Brooklyn. The Frisch-Rinzler circuit now operates 17 in the same borough, all of which were recently under the Fox aegis. The new deal will give the independent circuit 34 houses and bring it to the top in number of theatres under any independent circuit in Greater New York. The Fox Brooklyn, not in the deal, may go to RKO, as persistently reported.

When questioned regarding the report, Louis Frisch yesterday told MOTION PICTURE DAILY he had "nothing to say in the matter."

"BUY RIGHT—BUT BUY NOW"

Florida Governor Seeking More Tax

(Continued from page 1)

approve all the different tax schemes advocated by the governor. The amusement business has had several "sock" bills introduced, but none went through the two houses, so that to date there is but one bill which might affect the theatres, and that is the "chain store" tax, which some feel will apply to circuits as well. Others think the whole bill will be knocked out in the courts.

Publix Deal With Wilby On in South

(Continued from page 1)

York today to discuss the reported deal.

Publix-Kincey operates in 19 Carolina towns on the partnership arrangement. Publix itself has 25 houses under its own operation and it is this group which will go over to Wilby to be added to the Publix-Kincey group, provided a deal can be struck.

The significance of the deal is understood to revolve around the fact that Publix would be content for Wilby, as a partner, to manage.

Four Transferred by Publix-Kincey String

GREENSBORO, N. C.—Emil Bernstecker, manager of the National here for two years, has been promoted to the city managership of the Publix-Kincey theatres in Durham, effective at once. Noble Arnold, city manager of Publix-Kincey theatres at Rocky Mount, will succeed Bernstecker as manager of the National here.

Bernstecker will succeed Paul V. Phillips, who is being transferred to Salisbury as manager of the Publix-Kincey theatres there. Frank Burns is being transferred from the managership of the Publix-Kincey corporation's theatres at Salisbury to those at Rocky Mount.

"BUY RIGHT—BUT BUY NOW"

$165,683 Judgment Against George Spoor

CHICAGO—George K. Spoor, former head of Essanay Studios here and for the past 12 years occupied with the development of a third dimension photography process, is named in a county court tax judgment for $165,683.49 entered by Judge Edmund K. Jarecki.

The suit was entered by Henry M. Ashton, delinquent tax attorney for the county board, for taxes and penalties against the Aquitania Apartment building here, of which Spoor is principal owner.

Bargain Hunters

Tampa — Each Wednesday, for the opening hour, 1 to 2 P.M., the scale is reduced to two bits at the Tampa and what a wow it is. This is the second week of Manager J. L. Cartwright's new stunt and the success has been sensational. Before the expiration of the hour everyone of the 1,600 seats was filled and there were enough standees to make what would be a fair sized crowd at the same hour with the regular prices.

Cleve. Exhibs Favor Slides For Trailers

CLEVELAND—The Cleveland Motion Picture Exhibitors' Association at a luncheon went on record as opposed to increased rentals for pictures taken out of a group for road-showing and then re-sold at higher prices.

The cost of talking trailers as against slides was also condemned by the association, which expressed itself as favoring a return to slide announcements, especially during the summer.

"BUY RIGHT—BUT BUY NOW"

10-Cent Matinees Keep Houses Open

(Continued from page 1)

owner continuing operation of four houses for the summer. Whereas he was formerly losing money, he says he is now not only meeting his expenses but making a profit on his investment. He has instituted the policy in all houses. Evening prices at the houses have been cut from 20 cents to 15 with double features on all shows.

Night prices in many houses, likewise, have been trimmed a nickel and is reported to have increased business, although the difference between open and closed theatres is not the night price cut but the switch to ten cent matinees.

General Market Off; E. K. Drops 5

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7½	7½	7½	.....	200
Consolidated Film Industries pfd	14½	14½	14½	+ ⅜	100
Eastman Kodak	154	151½	151½	—5	2,700
Fox Film "A"	22½	21½	21⅝	— ½	17,300
General Theatre Equipment new	5	4⅞	4⅞	.....	3,500
Loew's, Inc	48¼	46⅛	46½	— ⅝	14,000
Paramount Publix	28¼	27	27	—1⅛	15,200
Pathe Exchange	1¾	1½	1⅝	.....	300
Pathe Exchange "A"	5¾	4⅞	5¼	— ½	1,400
RKO	16⅝	15⅝	15¾	—1¼	16,900
Warner Bros.	8¾	8⅜	8⅜	—⅛	10,500
Warner Bros. pfd	20	19	19	+ ⅝	300

Curb Exchange Dull

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	13⅛	12⅛	13⅛	.....	600
Fox Theatres "A"	3¾	3½	3½	.....	800
General Theatre Equipment pfd	9⅞	9¾	9¾	.....	1,000
Sentry Safety Control	1⅜	1⅜	1⅜	+ ⅛	100
Technicolor	7¼	7¼	7¼	— ¼	200
Trans Lux	6	6	6	.....	300

Bonds Also Decline; B. F. K. Off 1½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40¾	39	39½	— ½	4
Keith, B. F. 6s '46	64½	64½	64½	—1½	1
Loew's 6s '41 ex war	97½	97	97½	+ ½	5
Paramount Broadway 5½s '51	101	100⅛	101	.....	4
Paramount Publix 5½s, '50	82	81⅝	82	+ ¼	20
Pathe 7s '37 ww	90	90	90	.....	6
Warner Bros. 6s '39 wd	43	42¼	42¼	— ¾	68

New Threats In Operator Racket War

CHICAGO—The most important witness to the slaying of Jacob Kaufman, Chicago projectionist who "knew too much" about the officials of his union, has been discovered. He is J. N. Rogers, a Chicago manufacturing executive who witnessed the youthful killer of Kaufman flee from the scene of the murder.

Rogers went to Kaufman's side and talked to the dying man. When the manufacturer returned to his car he was accosted by a stranger, he said, who asked him if he had seen what had happened. Rogers replied in the negative, and then was threatened by the stranger.

"You don't know anything—see?" Rogers quotes the stranger as saying. "Keep your mouth shut, or you'll get yours."

Rogers has since been furnished police protection by the state's attorney's office. It is believed that Kaufman may have revealed to him the identity of his slayer.

The grand jury investigation of Kaufman's murder and the conspiracy and racketeering angles of the Chicago operators' union management is being drawn to a close, although hampered by the fact that assistant state's attorneys in charge of the investigation are unable to command more than an hour or two a day of the grand jury's time, as numerous other racketeering investigations are before the June grand jury.

Numerous operators have been summoned to testify and other operators are being questioned in theatre projection rooms by investigators. The two operators employed at the Armitage Theatre on the North Side followed the advice of union attorneys given earlier in the week and refused to answer questions put to them by investigators who visited them in the booth. The two were summarily lugged downtown to the racket bureau, but one operator locked the projection room door behind him and the theatre, owned by Herman Bland, was prevented from opening that night.

Operator Turns Down Summons; Fears Death

CHICAGO—Crawford Johnson, Negro operator in whose South Side garage Jacob Kaufman was "put on the spot" a week ago in what investigators declare was a move to prevent the victim from testifying in the grand jury investigation of the Chicago Operators' Union, has been released from custody on a writ of habeas corpus. The state's attorney's office believed Johnson was "in" on the plot to kill Kaufman, insurgent member of the union, but was unable to show cause for his further detention.

John Clarkson, a projectionist, was locked up on a charge of disorderly conduct when he refused a summons to testify before the grand jury in the investigation of the Operators' Union.

In spurning the subpoena, Clarkson is asserted to have exclaimed: "Do you think I want to get what Kaufman got? Tell the jurors to light their pipes with that summons."

SWAT THAT SUMMER SLUMP!

KEEP YOUR EYES ON TIFFANY

KEEP YOUR EYES ON TIFFANY

KEEP YOUR EYES ON TIFFANY

It's easy to sit back and let summer walk away with part of last winter's hard earned profits. But it's just as easy to swat that summer slump with better programs. Book these specially selected productions by Tiffany—available NOW and just the kind of fine entertainment people want—and "Keep Your Eyes On Tiffany" for a big 1931-1932 announcement.



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with NEIL HAMILTON
and UNA MERKEL
Produced by SAMUEL ZIERLER

"THE SINGLE SIN"
with BERT LYTELL
and KAY JOHNSON

"CAUGHT CHEATING"
with CHARLES MURRAY
and GEORGE SIDNEY



"ALOHA"
with
BEN LYON
and RAQUEL TORRES

KEEP YOUR EYE OPEN **TIFFANY** FOR THE 1931-32 PROGRAM

PRODUCTIONS INC.

"Daybreak" Is Big Draw as Cincy Sweats

CINCINNATI—With a single exception, business this week was not so hot. The weather was. With Old Sol wreaking his vengeance on a sweltering public, practically all houses took it on the chin. The notable exception was the RKO Albee, where the receipts again marched up the hill at a terrific pace with "Daybreak" as the screen fare plus Guy Lombardo and his orchestra heading the stage show. The final check gave the house $4,902 better than average for a total gate of $26,902. This house has consistently maintained its leadership in grosses for the past several week.

Despite the fact that the combined grosses fell somewhat short of the total average for all houses, the week is looked upon as satisfactory, considering the various competitive factors with which the theatres have to contend at this particular season.

Estimated takings for the week ending June 26:

"STUDENT DAYS" (German)
ERLANGER GRAND OPERA HOUSE—(1,600), 30c-50c, 7 days. **Gross:** $2,950. (Average, $4,500.)

"THE GOOD BAD GIRL" (Col.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,655. (Average, $4,500.)

"DAYBREAK" (M-G-M)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville headed by Guy Lombardo and his Royal Canadians. **Gross:** $26,902. (Average, $22,000.)

"GOLD DUST GERTIE" (Warners)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $9,279. (Average, $13,000.)

"MY PAST" (Warners)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,332. (Average, $1,950.)

"WOMEN OF ALL NATIONS" (Fox) (Second Run)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,255. (Average, $1,050.)

"THE PUBLIC ENEMY" (Warners)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $9,575. (Average, $12,000.)

"THE LAWYER'S SECRET" (Para.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $12,104. (Average, $14,000.)

"HELL BOUND" (Tiff.)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,246. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

Omaha Gives High Coin to 'Five and Ten'

OMAHA—The hottest June weather in years didn't help theatre business in this city, although "Five and Ten" lured in enough people to boost the average take by $1,000, the gross for the week being $6,500. The rest couldn't withstand the heat.

Estimated takings for the week ending June 26:

"THE GOOD BAD GIRL" (Col.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Vaude. **Gross:** $12,000. (Average, $12,500.)

"THE LAWYER'S SECRET" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $6,750. Average, 7,000.

"TAILOR MADE MAN" (M-G-M)
STATE—(1,200), 25c, 4 days. **Gross:** $600. (Average, $1,200.)

"THE TARNISHED LADY" (Para.)
STATE—(1,200, 25c, 3 days. **Gross:** $800. (Average, $900.)

"FIVE AND TEN" (M-G-M)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $6,500. (Average, $5,500.)

"Gigolo" and M. C. Top Grosses in Balto Houses

BALTIMORE—The combination of William Haines in "Just a Gigolo," with Teddy Joyce, Baltimore's favorite m. c., in the Loew Capitol stage unit "Crazy Rhythms," proved irresistible to Baltimoreans at Loew's Century and the box-office showed wonderful results, the gross mounting to $24,000, whereas the average is about $19,000. Crowds started to pour into the house Monday and even after the thermometer went into the nineties they still poured in.

Loew's Stanley has a poor week with "I Take This Woman," the gross dropping from the usual $17,500 to about $15,500. This type of picture did not appear to appeal, although those who went to see it seemed to get much enjoyment from it.

"Annabelle's Affairs," with Jeanette MacDonald, Victor McLaglen and Roland Young, proved enjoyable to patrons of the New. Critics were unanimous in praising it as one of the best comedies of the season. Gross estimated at $8,000, which is just about average.

Estimated takings for the week ending June 25:

"TRANSGRESSION" (Radio)
KEITH'S—(2,500), 6 days plus Sunday midnight showing. **Gross:** $5,920. (Average, $5,500.)

Week ending June 26:

"SEED" (Univ.)
(Shown uptown after being road showed downtown at Auditorium.)
WARNER'S METROPOLITAN—(1,300), 15c-50c, 6 days. **Gross:** $4,800. (Average, $4,500.)

Week ending June 27:

"THE W PLAN" (Radio)
LITTLE—(267), 35c-50c, 6 days. **Gross:** $900. (Average $850.)

"JUST A GIGOLO" (M-G-M)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit with Teddy Joyce. **Gross:** $24,000. (Average, $19,000.)

"I TAKE THIS WOMAN" (Par.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $15,500. (Average, $17,500.)

"LAUGHING SINNERS" (M-G-M) (Simultaneously with Parkway)
(Shown downtown at Valencia after one week at Stanley downtown.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $2,800. (Average, $2,800.)

"ANNABELLE'S AFFAIRS" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $8,000. (Average, $8,000.)

"LAUGHING SINNERS" (M-G-M) (Simultaneously with Valencia.)
(Shown uptown after one week at the Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $3,800. (Average, $4,000.)

Heat Poison To Ottawa's First Runs

OTTAWA—With the Canadian capital experiencing the worst heat wave of any place in the Dominion, with schools out and most of the families headed for the lake sections and with Keith's ready to close for repairs, little attention was devoted to film entertainment locally during the past week. Even the new pajamas on the girl ushers at Keith's didn't boost the box office turnover.

The highest score of the week was $4,500 at the Regent for "The Lawyer's Secret," but this was almost a thousand below average. "Never the Twain Shall Meet" at Keith's was $1,000 below the average of $3,700 for the three days. The Centre was away down on "Ex-Flame" at $3,800, while the Imperial was the lowest in many weeks at $2,400 with "The Sky Raiders."

Estimated takings for the week ending June 26:

MY PAST" (Warners)
AVALON—(990), 15c-25c-35c. 3 days **Gross:** $1,000. (Average, $1,300.)

"FIFTY MILLION FRENCHMEN" (Warners)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $900. (Average, $1,300.)

"EX-FLAME" (Liberty)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $3,800. (Average, $4,600)

"THE SKY RAIDERS" (Col.)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,400. (Average, $3,000.)

"FORBIDDEN ADVENTURE"
KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. **Gross:** $2,900. (Average, $3,700.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. **Gross:** $2,700. (Average, $3,700.)

"THE LAWYER'S SECRET" (Para.)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $4,500. (Average, $5,400.)

'Black Camel' Leads in Poor Toronto Week

TORONTO—Most of the box-office returns during the past week had the sombre hues of the thunder clouds which swept over Toronto at regular intervals. The bright spot of the week, however, was "The Black Camel" at the Imperial, which was brightened considerably by the presence of the "Rhythm Queens," a Publix stage band composed of girls. They made some personal appearances, heard some local amateurs and otherwise popularized themselves. The gross result was a cool $14,500 in a hot house that averages $16,000. Manager Howard Knevels is going to turn on the new cooling system in a few days, however, and this should help.

The Tivoli tapered off with the second week of "Daddy Long Legs," which registered $8,000 after doing $12,500 in the first six days. There wasn't much to draw them to Shea's with a bill consisting of "The Painted Desert" and five average vaudeville acts, the result here being around $10,000, or three grand under par. "Daybreak" at Loew's was just so-so, taking in $12,500, which was pretty low. "Up Pops the Devil" was relatively higher at the Uptown with $10,500. Manager Tommy Daly doesn't exactly get first choice of films, but patronage at the Uptown is steady.

Estimated takings for the week ending June 26:

"THE BLACK CAMEL" (Fox)
IMPERIAL—(3,444), 15c-25c-35c-50c-60c-75c, 6 days. Paramount stage unit. "Rhythm Queens." **Gross:** $14,500. (Average, $16,000.)

"DAYBREAK" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $12,500. (Average, $15,000.)

"THE PAINTED DESERT" (Pathe)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $10,000. (Average, $13,000.)

"DADDY LONG LEGS" (Fox)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. Second week. **Gross:** $8,000. Average, $12,500.)

"UP POPS THE DEVIL" (Para.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $10,500. (Average, $12,000.)

'Free Soul' Is Best Bet in Okla. City

OKLAHOMA CITY—"A Free Soul" was the bright spot of the week here, beating average by $2,000 in grossing $10,000. All the others took a nosedive, headed by "Chances," which took it on the chin to the tune of $4,000—$3,500 under par.

Estimated takings for the week ending June 26:

"WHITE SHOULDERS" (Radio)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $4,000. (Average, $7,000.)

"A FREE SOUL" (M-G-M)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000).

"BEYOND VICTORY" (RKO-Pathe)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $600. (Average, for week, $3,000.)

"DADDY LONG LEGS" (Fox)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $1,000. (Average for week, $3,000.)

"CHANCES" (F. N.)
MID-WEST—(1,500), 10c-35c-50c, 7 days. **Gross:** $4,000. (Average, $7,500.)

"LOVER COME BACK" (Col.)
WARNER—(1,700), 10c-35c,50, 7 days. Al and Loie Bridge, stage show. **Gross:** $6,000. (Average, $7,600.)

"BUY RIGHT—BUT BUY NOW"

"Daddy" Goes $7,250 Above In Kansas City

KANSAS CITY—Kansas City fell in line with other cities and gave "Daddy Long Legs" a gross of $21,750—above an average at the Midland of $7,250, in spite of the intense heat. "Daybreak" was the only other picture to go over normal, taking in $7,000 at the Uptown against an average of $6,000.

Estimated takings for the week ending June 26:

"TRANSGRESSION" (Radio)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $15,000.)

"DADDY LONG LEGS" (Fox)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $21,750. (Average, $14,500.)

"LAWYER'S SECRET" (Para.)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"GOLD DUST GERTIE" (Warners)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $3,500. (Average, $4,500.)

"DAYBREAK" (M-G-M)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $7,000. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Fete McCrillis

EAST ROCHESTER, N.H.—Frank P. McCrillis, veteran theatrical man, was given a testimonial benefit at the Opera House by more than fifty persons who have been in his employ during his active theatrical career. He is 79 years old. He started his career 52 years ago and is still active in the theatrical business, operating road shows in northern New England besides hold an interest in many small playhouses.

"Long Legs" Is Lead-Off In Montreal

MONTREAL—There was a wide variety of pictures—American, British and French—and the film interests, at least, took considerable interest in the outcome. Tom Cleary of the Princess opened his "British Season" with "Tell England" and the result was a gross of $8,500, which was fair, considering the weather and the fact that all Montreal celebrated le Fete de St. Jean Baptiste with gorgeous parades, picnics and fireworks.

The French attraction was "Le Million," which was road-showed at His Majesty's with a resulting $9,000 at $1.50 top, also not so bad. But the lead-off of the week was "Daddy Long Legs," which scored $12,500 at the Palace, fairly close to par.

Loew's enjoyed steady patronage with $11,000 on "The Lightning Flyer" and five vaudeville acts. On top of everything, Howard Conover sprang a revival of "Dangerous Hours," starring Clara Bow, at the Imperial to cash in on the publicity of Clara's retirement. Along with "Air Police," the Bow picture was responsible for $4,200, which was better than recent weeks.

Estimated takings for the week ending June 26:

"UP POPS THE DEVIL" (Para.) and "SKIPPY" (Para.)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $10,500. (Average, $12,500.)

"LE MILLION" (French)
HIS MAJESTY'S—(1,700), 50c-75-$1-$1.50, 7 days. **Gross:** $9,000. (Average for film road shows, $13,000.)

"DANGEROUS HOURS" (Para.) and "AIR POLICE" (Sono-Art)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $4,200. (Average, $5,100.)

"THE LIGHTNING FLYER" (Col.)
LOEW'S—(3,115), 15c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $11,000. (Average, $13,000.)

"DADDY LONG LEGS" (Fox)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,500. (Average, $14,000.)

"TELL ENGLAND" (British)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $8,500. (Average, $13,-000.)

"EAST LYNNE" (Fox) and "CAN LOVE DECIDE?"
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,000. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Mike Simmons Will Need First Aid Soon

Mike Simmons, author of "First Aid," a glorification of the ambulance surgeon—at home, not in the wars—has received word that his brain child has been handled with kid gloves all over the Sono Art-World Wide lot, and is, in fact, in the cutting room.

Soon, the first print will be en route to the home office, where Mike will have the double job of perhaps taking bows for the authorship of this fifth Thrill-O-Drama on the company's schedule, and blowing bugles for it as the official minnesinger of Sono Art's releases. Mike can have no out if the picture doesn't go over, unless the author complains to the press agent that the producers have mutilated his original story; or the press agent wheezes to the author that the latter left out all opportunities for decent publicizing.

"BUY RIGHT—BUT BUY NOW"

Garyn Sails

LONDON—Pat Garyn of National Screen Service sailed for New York yesterday.

'Smart Money' In Smart Coin In Milwaukee

MILWAUKEE—Several thousand delegates attending the convention of the National Association of Master Plumbers here this week helped to bolster up the box-office a bit for what would otherwise have been a pretty weak week.

With the Alhambra dark for installation of its refrigerating plant, and the Davidson, local legit house which has been featuring pictures during the past month, closed until September, the remainder of the first runs had things pretty much their own way.

"Smart Money" did a nice business at the Warner for $12,000, while "Women of All Nations" was good for $8,000 at Fox's Strand. "The Jazz Cinderella" was pulled at the end of four days at the Garden to make way for "Three Girls Lost."

Estimated takings for the week ending June 26:

"THE JAZZ CINDERELLA" (Chesterfield)
GARDEN—(1,150), 25c-35c-50c-60c, 4 days. **Gross:** $2,800. (Average for seven days, $10,000.)

"THREE WHO LOVED" (Radio)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $9,000. (Average, $9,800.)

"LOVER COME BACK" (Col.)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. **Gross:** $14,500. (Average, $13,000.)

"WOMEN OF ALL NATIONS" (Fox)
STRAND — (1,406), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $6,500.)

"SMART MONEY" (Warners)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $12,000.

"ALWAYS GOODBYE" (Fox)
WISCONSIN — (3,275), 25c-35c-50c-65c, 7 days. Fanchon & Marco Idea. **Gross:** $12,500. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

Norma Boosts Gross $2,000 In Des Moines

DES MOINES—"A Free Soul" took top honors in this city last week, the Shearer vehicle grossing $9,000, which is two grand above par. Business generally was only fair, a hot wave keeping down the grosses.

Estimated takings for the week ending June 27:

"A FREE SOUL" (M-G-M)
DES MOINES—(1,600), 7 days, 25c-35c-60c. **Gross:** $9,000. (Average, $7,000.)

"MISBEHAVING LADIES" (F. N.)
PARAMOUNT—(1,700), 3 days, 25c-35c-60c. Vaude. **Gross:** $5,000. (Average for week, $12,000.)

"I TAKE THIS WOMAN" (Para.)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. Vaude. **Gross:** $6,000. (Average for week, $12,000.)

"DRUMS OF JEOPARDY" (Tiff.)
STRAND—(1,100), 4 days, 20c-30c. **Gross:** $2,200. (Average, $1,700.)

"GOOD BAD GIRL" (Col.)
STRAND—(1,100), 3 days, 20c-30c. **Gross:** $700. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

Theatre Aids Poor

OKLAHOMA CITY — Approximately $4,000 was added to the Oklahoma City milk and ice fund at a special preview held at the Criterion after the regular show Saturday night. A feature of the program was the showing of "Confessions" of a Co-ed," furnished by Pat McGee, head of Oklahoma City Publix houses.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

Film Machine Inspects; Cuts Risk Is Claim

Claiming its machine reduces fire hazards caused by poor and shabby films, cleans dirt and oil in keeping prints in better physical condition and it can handle twice as many reels per day over the old method, Film Inspection Machine Co., is marketing a new equipment which, it is said, will reduce overhead and risks.

Imperfections in films heretofore unnoticed by the method of running prints through the fingers are unlikely with the advanced method of inspection, it is claimed. Tears and poorly made splices in films are easily discovered, the manufacturer says.

The machine will clean oil and dirt off the surface simultaneously with inspecting it and this gives better wear, the company states.

With this apparatus one girl can do from 90 to 110 reels per day of thoroughly reconditioned film, it is stated. The usual speed these machines work is five minutes to a 1,000 foot reel. The combination of inspecting and cleaning reduces the overhead one half.

By keeping films in excellent condition and thus reducing the chance of breaking in the projector and catching fire, the company states that hazards are greatly reduced.

"BUY RIGHT—BUT BUY NOW"

Contracts Awarded on Boston Paramount

BOSTON—Contract for the new Paramount Theatre has been let to the George B. Macomber Co. of Boston. Total cost is expected to exceed $2,000,00.

The new theatre will occupy the site of the old Adams House, between Washington and Mason streets, alongside the RKO Keith Memorial Theatre. The Adams House won prominence as the home of Calvin Coolidge while he served in the Massachusetts legislature and later during his term as governor of Massachusetts before he entered the White House.

Contract was awarded by the A. H. Realty Co., of which Ralph C. Carpenter is treasurer. The realty company has executed a 25-year lease to Publix. The theatre will seat 1,900

"BUY RIGHT—BUT BUY NOW"

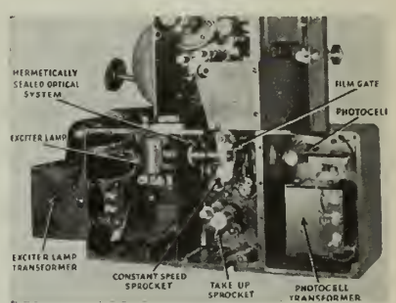
"Party Rooms" in New Elwha Theatre

PORTLAND—The Elwha, built at Port Angeles, Wash., by Julius Kirshberg and leased to the Elwha Theatre Corp., composed of Arnold Levy, manager of the house; Henry Davidson, Frank Christman and B. Fey, opened with "Cracked Nuts" as the feature. Among the innovations in this modern house are two "party rooms" for the convenience of those who wish to entertain guests.

New RCA Equipment



New amplifier for special equipment developed for theatres up to 500 seats capacity



Sound head for RCA Photophone "Special Size" reproducer

RCA Suspends Service Fee on Dark Theatres

J. H. Tingle, treasurer of RCA Photophone, has sent letters to all exhibitors using the company's reproducer that, provided theatres are closed 30 days or more, there will be no service charge during the period of darkness. The company has also standardized service charges, which provide considerable reductions, it is said.

Tingle explains:

"We are endeavoring to lighten the financial burdens of exhibitors who find it necessary to close their theatres. Many theatres close during the summer months and we have modified our previous policy by suspending service charges during the period when they are dark. Upon receipt of two weeks' written notice of intention to close, we shall send engineers to the theatre to service the equipment for the closed period and upon like notice prior to re-opening will place the burdens under which many exhibitors are struggling at this time and take this method of bringing them as much relief as is possible."

"BUY RIGHT—BUT BUY NOW"

Distributes Visivox

ST. LOUIS—The Sprague Visivox, home talker apparatus, is now being distributed here by the Electric Lamp and Supply Co., 1113 Pine street. The Visivox projects 16 millimeter films and is also adapted to amateur films. It plays standard phonograph records.

Resignation a Personal Act, Says Milliken

"My resignation from the Administrative Committee of the Federal Council of the Churches of Christ in America, to which I was elected in 1924, is an expression of my personal feeling, as a member of the Administrative Committee, concerning the unfortunate position in which such a clouded report places the Federal Council. My resignation was in no sense associated with my duties as Secretary of the Motion Picture Producers & Distributors of America," said Carl E. Milliken yesterday in a statement, forwarded from Los Angeles where he is attending the National Education Association convention, in comment on the fracas between the Hays association and the Federal Council.

"Because the Department of Research and Education after clarifying the principles on which honoraria were paid by the Motion Picture Producers and Distributors, beclouds the issue in its conclusions, I feel that the Administrative Committee has been placed in an unfortunate position," he said.

"The Department of Research and Education of the Federal Council was given every facility to determine on its own account whether payments formerly made by the Motion Picture Producers & Distributors of America were or were not justified by this organization's educational purposes."

Andrews Hits Back; Says Hays "Double - Crossed"

Rev. George Reid Andrews, former chairman of the Federal Council's committee on religious drama and secretary of the Church and Drama Ass'n who was charged by Will H. Hays with seeking 10 per cent of "The King of Kings" receipts, hit back yesterday.

In a copyrighted interview in the *Bridgeport Telegram,* he charged Hays intended to "through me to control the organizations with which I was connected and manipulate them to his own advantage."

The Council, the interview declared, once prevented production of a picture that would have "scandalized the Christian world" by mention of a love interest in a film with a religious theme. Andrews said Hays sought "to buy me by generous offers of secret money." His explanation of the charges and counter charges relative to "The King of Kings" was that he sought to assure the funds for future religious films.

"Hays double-crossed us," said Andrews, "and defeated our plan to make it and its revenue serve the churches. Let him deny this. He refers to the defunct Church and Drama League. It is defunct because he bought his way into our official board and wrecked us from within and confused our friends without, but he has been caught with the goods."

He also predicted the report would result in Hays' resignation.

Several of the New York afternoon papers yesterday played up comment from Rev. George Reid Andrews that the Federal Council report would result in Will H. Hays' resignation as head of the M.P.P.D.A.

The possibility was held to be silly in responsible quarters. Contractually, Hays has five more years to go under his ten-year agreement.

Ohio Police Chiefs Sock Crime Films

LONDON, Ont.—Strict censorship of the gang angle in pictures depicting crime to be shown within the state in the future received attention from the Ohio State Police Chief's Association in session at the Hotel London.

On motion of Chief J. J. McNicholas of Youngstown, O., which met with a vote of approval of the delegates present, the association went on record that the Ohio board of censors be called upon to exercise extreme caution in allowing pictures to play Ohio, especially those dealing with crime stories, and that all reference to gangsters be cut out of such pictures in censoring.

"BUY RIGHT—BUT BUY NOW"

Paramount Schedules 20 Slapstick Comedies

Twenty slapstick comedies, instead of twelve as originally planned, will be included in the Paramount 1931-32 program of shorts. These 20 pictures will be the first slapstick comedy shorts ever produced at the Paramount New York studio, as heretofore all of the one and two reel films have been musical or dialogue comedy. Karl Dane and George K. Arthur, Al St. John and Ford Sterling are under contract to star in a portion of this group.

There has been a definite trend for the old fashioned Keystone type of comedy, Larry Kent in charge of short film production, explained.

"BUY RIGHT—BUT BUY NOW"

Disney Recovering

Walt Disney, in a Hollywood hospital following a tonsil operation is "getting along nicely," according to word received in New York yesterday by his brother, Roy.

"BUY RIGHT—BUT BUY NOW"

To Film Rockfeller Yarn

HOLLYWOOD—Warners will make a picture based on the life of John D. Rockfeller, Jr., with George Arliss if the story meets with Rockfellers' approval.

Stresses Films' Value In Modern Teaching

LOS ANGELES—Importance of motion pictures in teaching was the keynote in the speech of Carl E. Milliken, secretary of the M. P. P. D. A., in an address before the annual convention of the National Education Association here last night.

Milliken offered the full facilities of his association in making advance knowledge of certain educational subjects available for teachers who may find the screen an aid in teaching. He suggested the National Education Association might set up a previewing committee similar to other national associations, which will permit tutors to see pictures before released and so decide which are fit for their programs.

Chivalry

Richmond, Va.—The Virginia censors insist that ladies be treated like ladies, regardless of their cinematic morals. Wherefore they have eliminated the biggest punch scene in "Smart Money," showing Edward G. Robinson kicking a lady right through a door (open).

U. A. to Launch New Year with 12 Films

CHICAGO—While the trade in New York hears that the United Artists schedule will hover around 16 features for next year, the company's sales force, in regional meeting here, was told the line-up would include a round dozen, with additions perhaps later. The 26 branch managers and salesmen present were assured that the new product would do more business at the box-office and that, consequently, higher rentals were expected.

The 12 pictures will be sold individually on their own merits, as has been the company's policy, the men were told. Each picture is to have an individual publicity and advertising campaign with which to launch it, and in which salesmen in the field are to participate.

Representatives from Chicago, Kansas City, Milwaukee, Minneapolis, St. Louis and Omaha were present.

NEW ORLEANS—United Artists' southern force wound up a two-day regional sales meeting here yesterday.

Publishers for "Fair Cut" in Film Rights

(*Continued from page* 1)

movie rights when they have negotiated the sale or otherwise stipulated such an agreement in the original contract with the author. In the future, authors will have to agree to split the movie rights income with the publishers or there won't be anyone to back their literary efforts, the report has it.

Recently a publisher backed a newcomer's novel, which is said to have grossed only $700 in sales leaving the publisher in the hole for about $4,000. This same author later sold the picture and talking rights for $22,000 and refused to distribute any of the velvet with the publisher. After this incident, and similar ones, the publishers decided to get together on the subject with meetings now being held to decide what percentage to demand. It is understood it will be from 25 to 50 per cent.

"BUY RIGHT—BUT BUY NOW"

Knapp Recovering

HOLLYWOOD—Evalyn Knapp is already slated to appear opposite William Powell in "Divorce Detective," thereby indicating her recent injuries were not as serious as first thought.

"BUY RIGHT—BUT BUY NOW"

Mendes Coming East

Lothar Mendes, Paramount director, is due in New York today to direct Nancy Carroll in "Wild Beauty."

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Outside Producers Fear New Theatre Pool Bogey

Warner, Para. In Huge "Buy Now" Confab

Exchange Contracts on Playing Time Near

The "Buy Right—But Buy Now" campaign is finding its staunchest advocates among the major circuits.

In work for several weeks and slated to be closed today is a deal whereby the entire Warner circuit will play Paramount's 1931-1932 line-up on percentage. Exactly what the contract will run into in terms of money is something difficult to compute in view of the sharing provisions of the agreement, but conservatively, several millions are involved.

Publix, theatre arm of Paramount, is returning the "beau geste." By separate conferencing entirely, that circuit is negotiating to show Warner-First National pictures nationally. Millions, too, are involved in that booking pact.

"BUY RIGHT—BUT BUY NOW"

Prudential Adds 4 In Long Island

Prudential Theatres Operating Co. has added four to its string, all in Long Island. This gives the circuit 26 on the island. The Sag Harbor, Sag Harbor; Southampton, Southampton, and Freeport, Freeport, are now being handled by the circuit through a deal with Mike Glynn, who retains an interest in the houses. The Centre Moriches at Centre Moriches also is in circuit.

Two theatres will be opened in about two weeks. They are the Montauk at Montauk Point, and the Nantak at Nantak.

"BUY RIGHT—BUT BUY NOW"

RKO Gets 4 Houses In the Bronx, Report

RKO is understood to have taken over four theatres in the Bronx operated by Bolte Brothers. The houses involved are the Wakefield, Laconia, B. & B. and the Burke. All have 1,500 seating capacity except the B. & B., which seats 1,000.

The circuit recently acquired Nick Paley's theatres at Bronxville and Scarsdale in addition to the Castle at Long Branch.

Nate Blumberg of RKO yesterday denied any knowledge of the deal, stating that his company was not out for small theatres.

Good Eyes Instead of Glass

New Haven, Conn.—Edward G. Levy, executive secretary of the M.P.T.O. of Connecticut, has this to say about the "Buy Right—But Buy Now" movement:

"Unquestionably, I am in accord with the policy of which 'Buy Right—But Buy Now' is the slogan. Connecticut exhibitors have been holding back from buying for the year because of the lack of ability and opportunity to buy right.

"The first attack of the advance selling force by the distributors was rebuffed on almost every front, because the salesmen, either of their own volition or under home office instructions, attempted to secure increases over last year's prices, ignoring entirely the lack of justification for such a policy by virtue of last year's record, present conditions and the general apathy in which we now exist.

"Those situations in non-highly competitive areas will, I know, buy now if the salesmen will get that gleam of sympathy and understanding in their good eyes instead of their glass ones."

Bureau Hunts Bicyclers in Dallas Region

DALLAS—The Copyright Protection Bureau is hot on the trail of alleged bicyclers and is concentrating its activities in this territory in order to clear up the offenses, if any.

Allied Theatre Owners of Texas is aware of the move. In its latest bulletin, Colonel H. A. Cole advises exhibitors whose activities the Copyright Protection Bureau is probing to communicate with exhibitor headquarters. Cole, commenting on the alleged violations, says in the bulletin:

"We think this is possibly correct."

The Bureau is also after falsified percentage reports and holdovers.

"BUY RIGHT—BUT BUY NOW"

Virginia Veterans War on Gang Films

RICHMOND, Va. — Considerable speculation is rife as to the possible action the Virginia department of the American Legion may take at its annual convention in Clifton Forge next month in regard to resolutions for the betterment of pictures. Several posts have taken action in opposition to pictures depicting crime and gangland activities.

The Virginia department, Veterans

(Continued on page 4)

Urge 4-Night Closing Plan In St. Louis

ST. LOUIS—Plans for closing neighborhood and suburban theatres of St. Louis and St. Louis County four nights a week as a means of reducing expenses during the current business depression were considered at a meeting of St. Louis motion picture theatre owners. Approximately fifty independent theatres are weighing the proposal that they close their doors on Mondays, Tuesdays, Wednesdays and Thursdays until next fall. First run houses would not be affected.

Leo Hill, general manager for the Warner houses in this territory, including the St. Louis Amusement Co. string of 22 houses, has discussed the local situation with officials of the Warner organization in New York. While it is improbable that

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Daylight Saving Is Banned in Wisc.

MADISON—The Hampel bill outlawing daylight saving time in Wisconsin has been signed by Gov. Phil La Follette. The bill makes it an offense to use any other than standard time in business places in Wisconsin. Violators are liable to a fine of $25 to $50 or 10 to 30 days in jail or both.

Reduction of Outlets for Products Seen When Houses Close

Producing companies which have no theatre allies are very much concerned over the 35-city pool involving from 200 to 300 theatres which is now under discussion by operators of major circuits.

The non-exhibitor companies see in the consummation of the move a narrower market and the possibility of reduced outlets for their product. What is proving particularly disturbing to them are two phases of the pooling arrangements as now set up.

Behind the circuit's desire to merge holdings and co-ordinate operations is the belief that expenses can be reduced and grosses improved. This explains why in most of the 35 situations now included in the deliberations the plan provides for the darkening of

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Charge MGM, B. & K. Violated Censor Rule

CHICAGO—Balaban & Katz and M-G-M were the chief beneficiaries of the overriding of censors' rulings, it is revealed by a search of the records herein as part of the campaign of women's clubs and Dr. Fred Eastman, of the *Christian Century*, to put a stop to "privileges" alleged to have been enjoyed by distributors and exhibitors.

The frequent disregard of the circuit and the producing company of

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Cities Furnish Bulk Of Trade, Court Told

WILMINGTON, Del. — Final arguments in the patent suit of Cinema Patents Co. vs. Craft Film Laboratories, Inc., charged with infringement of film developing tanks, are under way in United States District Court before Judge John P. Nields.

Herbert A. Huebner, New York attorney, informed Judge Nields that the bulk of the big business of the

(Continued on page 4)

"BUY RIGHT—BUT BUY NOW"

Consider Your Adam's Apple in L. A. Houses

LOS ANGELES—The city council has passed an ordinance permitting smoking in balconies and mezzanine floors of Class A theatres here.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 1, 1931 No. 27

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

From the Waist

THEY were at it a full year. Certainly with no prejudice *for* motion pictures, the investigators of the Federal Council of the Churches of Christ in America might be said to have gone out to dig up what they could *against* this business. Yet what did their 52 weeks of probing unearth?

They found the Hays organization has "entertained laudable purposes"; that it has "set up helpful procedures" and "has done constructive work in hammering out standards"; that its arbitration record is "impressive" and its activity in bettering employment conditions, "noteworthy."

ALL of this demonstrates how misguided we must be. It was our thought this report was to escoriate and lambast the industry beyond redemption. In place of that, we find the Council spending money, time and effort to inform the public that this is a pretty good business after all.

Perhaps it issued the wrong report, but, regardless of that, we are serious in believing the Council rates an industry bow of thanks—and clear from the waist, too.

UNIVERSAL'S business from May 4 to date, is forty-nine per cent ahead of the identical period last year. This isn't a press yarn. It's the truth. Our eyes have told us so.

What price depression now?

KANN

Purely Personal

MR. KAY is the new name of the manager at the Daly, Bronx. He changed his original appellation because his patrons insisted on calling him Mr. Kay instead of Mr. Kliegel.

CHARLES B. TAYLOR, in charge of the Shea-Publix public relations department in Buffalo, is back from a week's vacation trip to Quebec. It was Charlie's first in five years.

HARRY BUXBAUM, Fox N. Y. manager, has a shower in his newly renovated offices. He can even play four-wall handball in that spacious new office of his.

AL HARSTYN is out of the hospital after a third operation for an abscessed tooth. He's manager of the San Jose for Manhattan Playhouses.

VALENTIN MANDELSTAM, author and playwright and for some time attached to the M-G-M studio in Culver City, has returned from the Continent.

NED MARIN, Paramount production supervisor, gets that long-awaited swimming at Malibu, after all. He leaves for Hollywood today.

E. BRUCE JOHNSON, foreign manager for J. D. Williams and Associates, is on his way to Europe in the interests of "The Viking."

JACK SULLIVAN, picture critic of the *Providence Daily News*, sailed on the *California* the other day for a long holiday in Hollywood.

JACK SHAPIRO had two runs of seven in pocket billiards at the Motion Picture Club the other day and hasn't gotten over it yet.

IRVING GOODFIELD of Apeda studios is the proud daddy of a second boy. Mrs. Goodfield was the former Louise Seide of M-G-M.

MIKE SIMMONS goes for Saturdays in a large way because it gives him a chance to go Tilden on the tennis courts.

LIL DAGOVER will sail for the United States on August 4 to begin work under her new contract with First National.

DON CLARKE is spending the summer in New England. He's on a three months' leave of absence from M-G-M.

TED SCHLANGER shakes the dust of New York from his heels today and moves into the cool of Rochelle Park.

AL ("WHIFF") SELIG is sporting one of the nicest coats of tan in the trade.

SETH PARKER (Phillips Lord) is winding up his broadcasting work preliminary to his debut with Radio Pictures.

ARTHUR GREENBLATT is patiently awaiting July 15, when Educational will hold its annual confab at the Astor.

CHARLES MACDONALD, general manager of Wafilms, has returned to New York from the Coast.

MEYER SCHNEIDER, formerly of the M. & S. circuit in New York, is reported coming back to the field.

GEORGE LEFKO has replaced E. A. Eschmann as manager of the RKO Pathe exchange at Pittsburgh.

SAM SONIN may operate the West End, Long Beach, but he hasn't been out to the house yet this season.

PEGGY FOLEY, secretary of the Des Moines Film Board, is convalescing from a siege of illness.

BOB JACKSON, formerly of New York, is assistant manager at the Lafayette, Buffalo.

ARCHIE MAYO, Warner director, has arrived in New York for a week of theatre-going.

MILTON LASDON has joined Harry Kutinsky in operation of his Brooklyn circuit.

PHIL COCHRANE is now swinging into the first of a two weeks' vacation.

OTIS SKINNER is back in New York from a European holiday.

General Market Off; E. K. Drops 3½

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅞	7	7	— ½	800
Consolidated Film Industries pfd	14½	14½	14½	.....	100
Eastman Kodak	150½	147½	148	—3½	4,300
Fox Film "A"	20⅝	19½	19⅝	—1⅜	11,200
General Theatre Equipment new	4¾	4⅝	4⅝	— ¼	200
Loew's, Inc	46⅞	45⅛	45¼	—1¼	7,900
Paramount Publix	26⅞	26	26⅛	— ⅜	12,900
Pathe Exchange	1½	1½	1½	— ⅛	1,100
Pathe Exchange "A"	5¼	5	5	— ¼	1,200
RKO	15⅞	14⅞	15¼	— ½	15,900
Warner Bros.	8¼	7⅞	7⅞	— ½	16,900
Warner Bros. pfd	19¾	19¼	19¾	+ ¾	100

Fractional Loss on Film Curb

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	12¼	12⅝	12¾	— ⅜	400
Fox Theatres "A"	3⅛	3⅜	3⅜	— ⅛	900
General Theatre Equipment pfd	9⅜	9	9	— ¾	1,400
Trans Lux	6	6	6	.....	200

Bonds Also Decline; G. T. E. Down 2½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	39½	37	37	—2½	3
Loew's 6s '41 ex war	97	97	97	— ½	1
Paramount Broadway 5½s '51	102	102	102	+1	2
Paramount F. L. 6s '47	90⅝	89	89	—1	4
Paramount Publix 5½s, '50	82¼	81	81	—1	28
Pathe 7s '37 ww	89	89	89	—1	4
Warner Bros. 6s '39 wd	41½	40	40	—2¼	20

Give a ... to—

Cecil DeMille for telling the truth about what's wrong with a lot of pictures.

MacDonald Sailing To Hush Weird Tales

HOLLYWOOD—Jeanette MacDonald, together with her mother, sister and manager, Robert Ritchie, will leave in three weeks for New York. After a stay of a fortnight there, during which she will broadcast twice, she will go to Europe, playing concert halls in England, France, Spain, Germany, Italy and Belgium at a reputed salary of $10,000 a week.

The trip was planned chiefly because of stories being published abroad connecting her name with that of an Italian prince and stating that she is in some European hospital with a broken back while her double is in Hollywood. These stories have been appearing for weeks in the press abroad, especially in French journals.

"BUY RIGHT—BUT BUY NOW"

Chevalier Sails

Maurice Chevalier, accompanied by Mme. Chevalier, sails at 6 P. M. today on the *Paris*, stopping in London to replenish his wardrobe while Mme. Chevalier will proceed direct to Paris to do likewise. They will meet in Paris a week later and go to Cannes. The star will return to this country in September to start work on an original now being prepared.

"BUY RIGHT—BUT BUY NOW"

Henigson Ill

HOLLYWOOD—Henry Henigson, Universal studio manager, is suffering from blood poisoning and is confined to a local hospital.

"BUY RIGHT—BUT BUY NOW"

Sheehan Due Today

Winfield Sheehan arrives in New York from Hollywood today.

Studio and Location Sound on Film Recording
Low Daily or Weekly Rates
Powers Cinephone Equipment Corp.
723-7th AVE., N. Y. BRyant 9-6067

PUBLIC PROJECTION ROOM
Latest R.C.A. Photophone Equipment
$1.25 per reel until 6 P. M.
Nights, Sundays, Holidays by Appointment
Under the personal supervision of Hymie Silverman
MOTORIZED TALKING PICTURE SERVICE, Inc.
729 7th Ave. BRyant 9-5721

THE MAD RUSH FOR TOM MIX IS SENSATIONAL!

(No. 724 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

THE SCOOP OF SCOOPS!

THE SIGNING OF TOM MIX BY UNIVERSAL IS THE UPHEAVAL OF THE TRADE!

NEVER HAS AN ANNOUNCEMENT BEEN GREETED WITH SUCH OPEN JOY AND excitement by exhibitors, big and little.

NEVER IN UNIVERSAL'S CAREER HAVE CONTRACTS STARTED TO POUR IN SO sensationally—and such handsome contracts!

LESS THAN TWENTY-FOUR HOURS AFTER WE CONCLUDED OUR DEAL WITH Tom Mix (and of course his pony "Tony") our exchanges were deluged with calls from exhibitors.

DEPRESSION WAS FORGOTTEN. THE BOYS KNEW THEY NEEDED SOME EXTRA dynamite for their box offices but they did not realize that it was Tom Mix they needed until we told the world we had him!

TOM MIX BACK IN THE MOVIES!

TOM MIX IN HIS FIRST TALKIES!

TOM MIX IN ACTION AGAIN. TOM MIX TO PACK THE HOUSES WITH KIDS as well as grown-ups.

DON'T MAKE ANY MISTAKE ABOUT IT. THIS DOESN'T JUST MEAN THAT "westerns" are coming back or that "action movies" are coming back—it means that MIX is coming back. That's what it means—and that's enough!

GET IN IF POSSIBLE. DON'T HOLD BACK AND THEN TRY TO MAKE UP YOUR lost opportunity with an imitation.

IT'S MIX YOU NEED WITH ALL YOUR HEART AND SOUL.

THE BIGGEST AND LITTLEST THEATRES IN THE BUSINESS CAN'T BE WRONG—and they're all signing on the dotted line gladly!

Ride with UNIVERSAL and you ride with a winner!

'Smart Money' Is Big Noise On Broadway

"Smart Money" is mid-summer Broadway's big noise. Off to a sensational start, the picture did $46,551 in its first Winter Garden week and is well on its way to a potential $38,000 to $40,000 on its second. That's lots and lots of money for torrid weather, Broadway and depression.

The two long-runners, "A Free Soul" and "The Smiling Lieutenant," appear to be holding to the level reached in the earlier weeks of their Astor and Criterion engagements.

"The Five Year Plan" folded at the Central last week with $9,800, or $41,685 on a four-week run. The "pop" price run of "Trader Horn" at the Capitol was good, the theatre grossing $58,125 as against $60,360 the week prior with "Just a Gigolo." The Hollywood with a second week of "Chances" finished at $12,521 which is hardly anything to get ruffled about. The Mayfair continues to find the sledding very difficult, although this week "Sweepstakes" may pull the gross up a bit.

"Confessions of a Co-Ed" on the screen and Rudy Vallee on the stage brought the Paramount a mere $50,600 last week. The previous week Gary Cooper's name attached to "I Take This Woman" resulted in a $57,800 gross. A drop of $7,200 is real money in these days.

"Night Angel" did $16,900 at the Rivoli. That's pretty bad. Tomorrow night "Newly Rich" goes in for a run.

The Fox crowd might well be proud of the business which "Daddy Long Legs" rolled up at the Roxy. The third and last week ended at the $64,000 figure, making the total for the three, $242,000.

Estimated takings for the week ending June 25:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120). 50c-$2, 4th week, 7 days. **Gross:** $17,400.

"TRADER HORN" (M-G-M-)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show, headlining Kate Smith. **Gross:** $58,125.

"FIVE YEAR PLAN" (Amkino)
CENTRAL—(910), 50c-$1.50, 4th and last week, 7 days. **Gross:** $9,800.

"SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, 5th week, 7 days. **Gross:** $11,000.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,516.50.

"CHANCES" (F. N.)
HOLLYWOOD—(1,549), 65c-85c, 7 days, 2nd week. **Gross:** $12,521.

"TRANSGRESSION" (Radio)
MAYFAIR—(2,300), 40c-$1, 2nd week, 7 days. **Gross:** $11,000.

"CONFESSIONS OF A CO-ED" (Para)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, headlining Ethel Merman, Rudy Vallee and his Connecticut Yankees. **Gross:** $50,600.

"DRACULA" (Univ.) and "HELL'S ANGELS" (U. A.)
RIALTO—(1,904), 49c-$1, 7 days. **Gross:** $4,500.

"NIGHT ANGEL" (Para.)
RIVOLI—(2,103), 40c-$1, 2nd week, 7 days. **Gross:** $16,900.

"DADDY LONG LEGS" (Fox)
ROXY—(6,200), 50c-$1.50, 3rd week, 7 days. Stage show. **Gross:** $64,000.

"MEN CALL IT LOVE" (M-G-M)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $12,662.

"MEET THE SISTER" (German)
WARNERS — (1,490), 35c-75c, 7 days. **Gross:** $1,971.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 7 days. **Gross:** $46,551.

Theatre Pool Bogey Feared By Producers

(Continued from page 1)

one or more theatres, dependent on local conditions. This would mean a reduction in outlets and a consequent diminution in the number of pictures required for operation.

With the contemplated elimination of outlets go hand in hand plans for an exchange of product. In the event RKO, by agreement with Paramount, determines to darken its theatre in a given situation, Radio Pictures will not suffer because playing time would be guaranteed in the Publix-operated theatres in that city.

The criss-cross agreements on product are designed to protect the distribution department identified with all of the circuits, thereby, according to those whose alarm is growing, tightening exhibition outlets for outside pictures.

"BUY RIGHT—BUT BUY NOW"

Charge MGM, B. & K. Violated Censor Rule

(Continued from page 1)

the "Adults Only" order brought a ruling from the corporation counsel's office recently that censors could withhold any picture until all deletions had been made, instead of issuing "Adults Only" permits and depending upon distributors and exhibitors to fulfill the playing requirements.

The revelations have aroused civic organizations who demand that all privileges be denied to companies and that censor rulings be enforced without partiality.

"BUY RIGHT—BUT BUY NOW"

Cities Furnish Bulk Of Trade, Court Told

(Continued from page 1)

motion picture industry came from the houses in the big cities and not those of the small towns. Judge Nields has been under the impression that the big business came from the proceeds of the small-town motion picture houses.

Huebner discussed the length of the feature pictures stating that in the large cities the full length of the feature films are shown, but they are cut when the films are shown in the smaller towns. The original film of "Hell's Angels" was 13 reels, or about 13,000 feet, but when it was projected in the smaller towns the film was cut to about 8,000 feet, he asserted.

"BUY RIGHT—BUT BUY NOW"

To Wire Six Liners

A. E. Reoch, executive vice-president of RCA Photophone, has just signed contracts for the installation of sound on six transatlantic lines—the Majestic, Homeric and Olympic of the White Star line and the Mariposa, Lurline and Monterey of the Matson line.

"BUY RIGHT—BUT BUY NOW"

Football Yarn Ready

HOLLYWOOD — Universal will put "The Spirit of Notre Dame" in work on July 20. Lew Ayres will star in the production and roles have been given to three of the "Four Horsemen"—Stuhldreher, Crowley, Miller—and to Frank Carideo and other Notre Dame football heroes. Knute Rockne was to have played an important part.

Tooting His Horn

At a convention dinner in Hollywood, Warner Brothers used a novel idea. Instead of using place cards for the guests, copies of famous novels were placed on their plates, writes Walter Winchell.

When Darryl Zanuck ankled in, he looked all over for his name, and finally sat down in front of the book—"The Genius."

Virginia Veterans War on Gang Films

(Continued from page 1)

of Foreign Wars, in session in Winchester last week, adopted resolutions urging more stringent censorship of all motion pictures shown in the state. It was charged that there is a "growing tendency on the part of the press and motion pictures in portraying features of crime in the news and on the screen."

Protests also continue to be made against "too much canned music" in the theatres. Only a few Virginia theatres now employ organists. Orchestras rarely ever appear in Virginia playhouses and only when stage plays are being presented, it is contended.

"BUY RIGHT—BUT BUY NOW"

46 States to Attend Talker Test in D. C.

All but two of the states have accepted invitations to send a boy and girl delegate and school official each to meet in Washington July 6 to take part in the demonstration of the value of talking pictures in schools. The invitation was recently extended by President Hoover and pictures will be furnished by Fox in co-operation with a number of leading educators. Dean William C. Ruediger of George Washington University is chairman of the committee.

"BUY RIGHT—BUT BUY NOW"

M-G-M Signs Bernstein

Henri Bernstein, French playwright, has been placed under contract by M-G-M. He is in New York, working on an original story, but sails for France tonight and will complete his script there.

"BUY RIGHT—BUT BUY NOW"

File RCA Patent Suit

WILMINGTON — Alleging the company is assuming leadership in a patents pool to control manufacture of radio sets, a bill of complaint has been filed here by Poughkeepsie Gold Seal Electric Co. against RCA in the Federal District Court.

"BUY RIGHT—BUT BUY NOW"

Marcus to Coast

Lee Marcus, president of RKO-Pathe, leaves today on a five-weeks' trip to the Coast, making stop-offs at company exchanges.

"BUY RIGHT—BUT BUY NOW"

Sign Up Robinson

HOLLYWOOD—Edward G. Robinson, who leaped to the front as "Little Caesar," has been given a new long-term contract by Warners.

"BUY RIGHT—BUT BUY NOW"

Evolution Film Opens

"The Mystery of Life," an evolution picture with Clarence S. Darrow supplying the dialogue, will have its premiere at the Cameo Friday.

Urge 4-Night Closing Plan In St. Louis

(Continued from page 1)

the St. Louis amusement houses will adopt the curtailed week, it is almost certain that some house will be closed for the summer months.

It is understood that projectionists have tentatively consented to the new arrangements, if it goes through, and they would be paid on a pro rata basis for the time worked. The stage hands' organization has not indicated whether it will co-operate with the theatre owners. Recently the projectionists accepted reductions of from 5 to 7½ per cent in their basic wages.

Already a number of the smaller neighborhood houses of St. Louis have closed entirely for the summer season and many others will follow suit unless they are able to adopt the three-day week plan of operation.

Conditions through the St. Louis film territory, including eastern Missouri and southern Illinois, are very bad. It is estimated that about 300 theatres in this territory have been closed while many of the remaining 500 houses are operating but part time.

"BUY RIGHT—BUT BUY NOW"

Warners Sell Part of Brunswick Holdings

Warners are planning to dispose of a part of their interests in their Brunswick subsidiary, it was learned yesterday. However, enough stock will be held to retain control.

"BUY RIGHT—BUT BUY NOW"

More "Viking" Sales

Recent territorial sales on "The Viking," Varick Frissell's all-talker of sealing life, are reported by J. D. Williams and Associates, as follows: Alexander Film Service, Inc., of Pittsburgh, western Pennsylvania and West Virginia; Graphic Exchange, Inc., Detroit, State of Michigan; B. N. Judell, Inc., of Chicago, Illinois, Indiana, Eastern Missouri; Mark Ross of Minneapolis, Minnesota, North and South Dakota; Midwest Film Distributors of Kansas City, Mo., western Missouri, Kansas, Nebraska and Iowa; Columbia Pictures of Canada, Ltd., of Toronto.

"BUY RIGHT—BUT BUY NOW"

Haik Expanding

WASHINGTON — Establissements Jacques Haik, S.A., is preparing to increase its capital stock to $1,000,000, according to George Canty's reports to the Motion Picture Division of the Department of Commerce.

"BUY RIGHT—BUT BUY NOW"

Rush Radio Lab

HOLLYWOOD—Construction of the large Radio Pictures film laboratory is to start immediately because of the present low cost of building material. President Joseph I. Schnitzer has okayed the revised plans.

"BUY RIGHT—BUT BUY NOW"

Schoedsack to India

Ernest B. Schoedsack, explorer-producer of "Rango," "Chang," "The Four Feathers" and "Grass," is to sail from San Francisco on July 9 for India, where he will film scenes for "The Lives of a Bengal Lancer" for Paramount.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 28 | NEW YORK, THURSDAY, JULY 2, 1931 | TEN CENTS

Aim to 'Educate' Exhibs To Put End to Bicycling

Buy Now, Cash In on Ads, Is South's Hunch

Exhibitor Unit in Line With "Buy Now" Move

ATLANTA—If exhibitors buy now, they will be in a position to play pictures earlier and thereby take advantage of national advertising, it is the opinion of Love B. Harrell, executive secretary of the Southeastern Theatre Owners' Ass'n.

Harrell stands foursquare behind the "Buy Right—But Buy Now" movement. This is why:

"1—Production costs have to have some relativity to expected revenue from contracts. By buying now the theatre should get a better quality of

(*Continued on page* 10)

Para. Line-Up Goes ToLoew,RKOinN.Y.

Another evidence that the "Buy Right—But Buy Now" campaign is catching hold is seen in a booking deal, final details of which are now under way where the RKO circuit in Greater New York will play fifty per cent of the Paramount program

(*Continued on page* 10)

400 Warner Houses To Play Paramount

The Warner circuit yesterday closed its booking deal with Paramount. It provides for the approximate 400 theatres in the Warner chain to play the entire Paramount line-up for 1931-1932 on percentage deals.

"BUY RIGHT—BUT BUY NOW"

Chatterton Back to W. B. Lot, Report

HOLLYWOOD—It seems that after all Warners-First National are going to keep Ruth Chatterton instead of turning her over to Paramount, as reported some time ago. The star is now looking over a number of stories which she will make for Warners-First National, the *Hollywood Herald*

(*Continued on page* 10)

No Paper Saturday

MOTION PICTURE DAILY will not publish on Independence Day, July 4.

Echo of Pool Seen in RKO-Fox Wis. Deal

MILWAUKEE—Repercussions of the 35-city pool now under dicussion by major circuits in New York are seen in the understanding, general along Film Row here, that Fox Midwesco will take over RKO's Palace Orpheum. Fox has also taken over over RKO's Mainstreet in Racine, giving the circuit control of that city and it will formally take possession July 4.

Several months back it was an-

(*Continued on page* 2)

"BUY RIGHT—BUT BUY NOW"

Smoke a Fresh Fag And Solve Mystery

Production of a sponsored mystery serial by an independent producing company tied in with a cigarette and fan magazine publishing house is reported now being discussed.

According to the report, a cigarette is to be used as a clew throughout the chapter of the mystery instalment. Just how the magazine would work into the alignment has not yet been determined, but both Towers and

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

7 Companies Close Early Due to Heat

Universal, Warners, Tiffany, United Artists, Educational, Paramount and M-G-M called it a day early yesterday afternoon because of the heat and dismissed employees several hours ahead of the usual closing time. Columbia, Fox and the Hays office adhered to their regular schedule.

Coverage

Two hundred and seventy features have been reviewed by MOTION PICTURE DAILY from December 22, 1930, to June 30 of this year. The pictures covered, the distributors handling them and the date of review are listed on page 9 of this issue.

Reviewed today are "Murder by the Clock," "Son of the Plains," "Side Show," "The Prodigal," "Politics," "The Secret Call" and "The Ridin' Kid." Turn to page 9.

'Adults Only' Used in Chi as Pull Falters

CHICAGO—The "adults only" tag ordered by Chicago censors for "Laughing Sinners" was dusted off and put back into use Sunday, after having been ignored by Publix-Balaban & Katz for two days. Ignoring the order drew the criticism of Dr. Fred Eastman, professional critic of the industry, and embarrassed city hall and picture officials in their

(*Continued on page* 2)

"BUY RIGHT—BUT BUY NOW"

Nagel Heads Motion Picture Relief Fund

HOLLYWOOD—Conrad Nagel was elected president of the Motion Picture Relief Fund at a meeting here. Ronald Colman, Mary Pickford, Will Hays, Harley L. Clarke were chosen vice-presidents; Mike Levee, treasurer; Sol Wurtzel, Cecil B. De Mille, Warner Baxter, William Randolph

(*Continued on page* 11)

Hot Chicagoans Seek Cooled Theatres and Boost Business

CHICAGO—The prolonged heat wave here has veered from a business depressant to a boon, theatre managers in all sections of the city report.

When thermometers leaped above 90 degrees a week ago with a humid atmosphere increasing the discomforts of the heat, theatres were deserted. Beaches, parks, golf links and automobiles were caring for diversion seekers. Continuation of the hot spell, however, has made these forms of entertainment unsatisfactory, accord-

(*Continued on page* 11)

Copyright Bureau Men in National Move to Kill Practice

Described as a "campaign of education," the Copyright Protection Bureau plans to send representatives into all exchange centers in an effort to reduce bicycling violations, holdovers and fraudulent returns on percentage engagements.

The move will become national as rapidly as the bureau, now reported limited by financial budgets, can extend it. For the present, it has been determined to concentrate in the Southeast and the Southwest. Contracts are understood to have been made with exhibitor organizations in

(*Continued on page 10*)

"BUY RIGHT—BUT BUY NOW"

Atlanta Exchanges Worried Over Suit

ATLANTA — Distributors privately express concern over the suit for $114,000 filed in the United States District Court by Mrs. S. M. Turner, who charges violation of the Sherman anti-trust law. The case is returnable when the October term gets under way.

Mrs. Turner is suing the Atlanta Film Board of Trade, Liberty Specialty Film Co., Pathe, First National

(*Continued on page 10*)

"BUY RIGHT—BUT BUY NOW"

Helen Will "Love" on Lawns, Not in Movies

SAN FRANCISCO—Helen Wills prefers to make her "love" sets on the tennis lawns and not in studio sets, she said in so many words in answer

(*Continued on page 10*)

Free Cooling

The entrances of the big Broadway houses are traffic snarls all unto themselves these days. The cooling systems, sending icy drafts into the streets, are persuading passers-by to linger longer.

One of the legends of the street is that the temperature maintained in the lobbies is considerably below the average in the theatre, as an added inducement to bring the cash customers in.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 2, 1931 No. 28

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent. *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

'Adults Only' Used in Chi as Pull Falters

(*Continued from page* 1)

attempts to explain just how the incident occurred.

Leo Spitz, attorney for Publix-Balaban & Katz, named Henry Sonnenschein, Mayor Anton Cermak's secretary, is authority for disregarding the censorial order and playing the picture to general audiences. The commissioner of police is the only individual authorized to override the censors. Sonnenschein denied "giving the word" for "Laughing Sinners" and for "Never the Twain Shall Meet," another Metro picture pinkticketed by Chicago censors but also played to unrestricted audiences by Publix-B. & K.

Principal reason for the critic's wrath is said to have been a leading advertisement used by the circuit appealing to parents to bring or send their vacationing school kids to the theatres showing the originally "pinked" "Laughing Sinners." The picture was playing simultaneously at the Uptown, Paradise and Tivoli Theatres, the leading outlying B. & K. houses, although an undercurrent of criticism of Metro's ability to evade censorial dictates has been in existence among women's clubs and civic organizations which lend their support to the censor board for some time.

"BUY RIGHT—BUT BUY NOW"

Echo of Pool Seen in RKO-Fox Wis. Deal

(*Continued from page* 1)

nounced that Fox would relinquish its Strand in Madison to RKO upon expiration of its lease. This deal gives RKO free rein in Madison. It is commonly known that the Palace in Milwaukee has been somewhat of a white elephant for RKO during the past year or so. The deal, when and if it is consummated, will leave RKO with the Riverside, vaudeville house, in this city and give Fox three local first runs.

"BUY RIGHT—BUT BUY NOW"

William J. Craft Dead

LOS ANGELES — William J. Craft, director, died here yesterday following a short illness.

Off the Record

WHEN a MOTION PICTURE DAILY representative queried Louis Frisch the other day regarding that new Brooklyn deal with Fox for acquisition of the circuit's remaining small theatres in that borough, the reporter, it appeared, knew a little too much for Frisch to deny. The meeting between the two went something like this:

●

"Well, Louis, I hear you're taking over the balance of the Fox theatres in Brooklyn."

"I wish I could. Where am I going to get the money?"

"I hear you already have it," came back the scribe.

"Well, I don't care to make any statements," was Frisch's retort.

●

What the reporter didn't tell him was that a third partner was buying into the Frisch-Rinzler circuit, putting in a cool million. The deal was supposed to be signed Monday night, the evening prior to Frisch's little chat with the MOTION PICTURE DAILY reporter. But there were so many things to iron out that it couldn't be closed in the time expected. One thing that was settled, however, was a five-year franchise for Fox product, which is included in the deal.

Provided the deal with Fox goes through, the Frisch-Rinzler string will be the largest independent circuit in Greater New York. No theatres outside of Brooklyn will be acquired, Frisch states.

●

That mystery yarn current in the daily papers has been written as a novel in five days by a publicity man of a major company. In fact, it will be out for sale on July 13.

●

'Tis heard about town that Fox has sent letters to owners whose theatres the company leased two years ago for reduction in rents. Outcome—?

●

That Pat Powers deal with Meyer-Reiger Trailer Co. is reported signed with Powers putting in $100,000 for six months, after which he can withdraw his money if he wants it. Pat still denies.

●

Sam Cocalis had his own ideas in advertising when he took over the Heights in Brooklyn. During week days, he admitted patrons free for all shows and on Saturday and Sunday charged admission. He took plenty of business away from his opposition that first week and chalked up all his expense to advertising.

●

Louis Gordel was playing "Skippy" at one of his Brooklyn theatres the other day and happened to see a mob of kids leaving the house after the matinee showing. He was so surprised that the kids, despite the heat, packed the theatre. He called a group of them over and said:

"You dumb kids. Haven't you any more sense? Why not go swimming today instead of stifling in a theatre?"

Which may either prove the drawing power of the picture or Gordel's general solicitude for children.

Stocks Advance; E. K. Jumps 2½

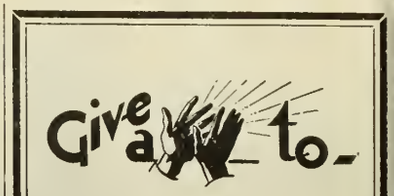
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅜	7⅛	7¼	+ ¼	600
Eastman Kodak	151	145¼	150½	+2½	2,800
Fox Film "A"	20¾	19⅛	20¼	+ ⅝	5,100
General Theatre Equipment new	4¾	4½	4⅝	.....	3,900
Loew's, Inc.	46½	44¼	46⅛	+ ⅞	7,300
Paramount Publix	27	25½	26⅝	+ ½	7,000
Pathe Exchange	1¾	1½	1⅝	.....	1,100
Pathe Exchange "A"	5¾	5½	5¾	+ ¾	800
RKO	16¼	15	15¾	+ ½	10,800
Warner Bros. pfd.	8¼	8	8⅛	+ ¼	3,900

Curb Issues Slightly Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures	14	13¾	14	+1½	300
Fox Theatres "A"	3⅜	3¼	3¼	— ⅛	600
General Theatre Equipment pfd	9¼	8½	9	.....	1,300
Sentry Safety Control	1¼	1¼	1¼	— ⅛	200
Technicolor	6⅜	6¼	6¼	—1	300
Trans Lux	6	6	6	.....	100

Bonds Irregular; G. T. E. Up 2

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	39	38½	39	+2	7
Loew's 6s '41 ex war	97½	97	97	.....	6
Paramount Broadway 5½s '51	102	101	102	.....	4
Paramount F. L. 6s '47	89	88½	88½	— ½	6
Paramount Publix 5½s, '50	81	81	81	.....	4
Pathe 7s '37 ww	90	88¼	88¼	— ¾	5
Warner Bros. 6s '39 wd	40½	39½	40½	+ ½	25



Charlie Einfeld for that coast-to-coast radio tie-up which costs Warner-F. N. nothing but brings it much.

Educational Slates 3 Regional Meets

Three regional meetings will be held by Educational, with the first one scheduled for July 13 and 14 at the Astor Hotel, New York. Representatives of the eastern, southern and Canadian branches will attend the New York confab. The second meeting will be held at the Congress Hotel, Chicago, July 16 and 17, with middle western representatives attending. The final meeting will be held at the Brown Palace Hotel, Denver, July 20 and 21, with the western branch managers in attendance.

Home office executives will attend the three meetings at which matters will be discussed in connection with the selling of Educational, Tiffany and Sono Art-World Wide product.

"BUY RIGHT—BUT BUY NOW"

Headline Finishing

HOLLYWOOD—With the addition of Fletcher Norton, Lucille Powers, Walter Hiers and Edward Phillips to the cast, and the definite selection of "A Private Scandal" as the title, Charles Hutchison is shooting the final sequences of his second production for Headline Pictures Corp., which features Marian Nixon and Lloyd Hughes.

"BUY RIGHT—BUT BUY NOW"

Orders 25 RCA's

Twenty-five complete reproducers will be installed in the Madan circuit of Calcutta, India, by RCA Photophone, Van Ness Philip, manager of the foreign department states.

"BUY RIGHT—BUT BUY NOW"

German Film Set

"Die Lustigen Weiber von Wei," or "Merry Wives of Vienna," is title of a new German film going into the Little Carnegie as soon as "The Viking" finishes its run.

"BUY RIGHT—BUT BUY NOW"

Employees' Dividend

ROCHESTER—Eastman Kodak has paid its 20th consecutive annual wage dividend to employees throughout the United States and foreign countries. The company yesterday distributed $1,008,844, representing the balance of the yearly dividend.

"BUY RIGHT—BUT BUY NOW"

Due on Coast

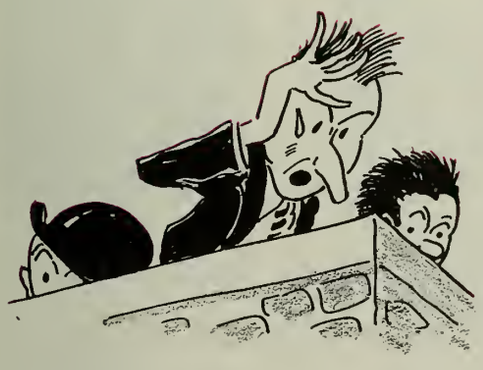
HOLLYWOOD—Tala Birell, German-Polish actress who will be groomed by Universal for Garbo roles, is expected here today. She has signed a five-year contract.

"BUY RIGHT—BUT BUY NOW"

'Quake Chases Audience

NEW MILFORD, CONN.—An earthquake here caused a hundred patrons to rush from a local theatre. No one was injured.

OUR PACE IS YOUR FORTUNE



at the studio

Half of Hollywood's production activities consist of trying to discover what WARNER BROS. and FIRST NATIONAL will do next to stand the industry on its ear!



at the theatres

Exhibitors who have been plugging along at a so-so pace for years are climbing over each other to buy Warners and First National ...RIGHT NOW!

More than your contract calls for

Here's the* WARNER *secret

STAR HITS in QUANTITY!

WARNERS SET A HOT PACE WITH



GEORGE
ARLISS
In THE
MILLIONAIRE
Has done more for theatre grosses than any picture this year!



PUBLIC ENEMY
with
JAMES CAGNEY
JEAN HARLOW
Topping "Little Caesar" records they said would never be equalled!



BEBE
DANIELS
In THE
MALTESE FALCON
with
RICARDO CORTEZ
Doing winter business in the height of the summer.



JOHN
BARRYMORE
In
SVENGALI
with
MARIAN MARSH
Double star attraction that is getting double grosses!

and while the seven best "leadership claimers" were gasping for breath, we came through with the biggest fortune builder of them all.



SMART MONEY

with
EDWARD G. ROBINSON
JAMES CAGNEY
EVALYN KNAPP

More than capacity business at Winter Garden, N.Y. is example of record grosses every spot it plays!

More than your contract calls for



STOP BITING YOUR NAILS!

Sure we'll keep it up ALL SUMMER!

Look what's coming



CONSTANCE
BENNETT
in the hit of her career
BOUGHT!
with Ben Lyon and Richard Bennett



BARBARA
STANWYCK
in
NIGHT NURSE
with Ben Lyon, Joan Blondell and Clarke Gable

Plus 4 FIRST NATIONAL *Big Ones!*



DOROTHY
MACKAILL
in THE
RECKLESS HOUR
with Conrad Nagel, Joan Blondell, H. B. Warner, Walter Byron



JOE E. **BROWN**
in
BROAD MINDED
with Ona Munson, Marjorie White, William Collier, Jr.
Enough to make a hippo laugh!



BIG BUSINESS GIRL
with **LORETTA YOUNG**
Ricardo Cortez, Joan Blondell, Frank Albertson
Big Business Everywhere!



DOUGLAS
FAIRBANKS
JR. in his first starring role **CHANCES**
with Rose Hobart and Anthony Bushell
Tremendous!

More than your contract calls for — ***and that ain't all!***

Now We've Out-WARNERED WARNERS

with these 1931 1932 STAR HITS

Get This

"A box-office triumph" —Hollywood Reporter



"Marks another step onward. Takes its place beside "Disraeli." Arliss gives a superb performance. Should be a wow."—*Hollywood Reporter.*

GEORGE ARLISS

Tops his triumph in "The Millionaire" as

ALEXANDER HAMILTON

The "Birth Of A Nation" of the talkies with
DORIS KENYON, JUNE COLLIER
DUDLEY DIGGES, ROLF HAROLDE
ALAN MOWBRAY
MONTAGU LOVE

More than your contract calls for

And This

"Barrymore's artistry is perfect. Marian Marsh is beautiful as well as convincing. Magnificently produced." —*Photoplay Magazine*



JOHN BARRYMORE

in THE

MAD GENIUS

with Marian Marsh, Chas. Butterworth, Donald Cook

And This!



WILLIAM POWELL

outdoes every characterization he has ever given the screen, in

THE

OTHER MAN

with Doris Kenyon, Marian Marsh
Louis Calhern, Allison Skipworth

.....Another smashing star hit for 1931-32.....



Hollywood's ace preview-snoopers are going NUTS *over the Warner flood of fortune builders!*

Samples—just samples of the

FIRST NATIONAL

1931-32 *sensations*

Get Every Word

You may never read such praise again:—

"Picture one of greatest since inception of talkies."
—*Hollywood Reporter*

"Brilliant! Proves the inherent power of the talking picture."
—*Hollywood Herald*

"Powerful! A cinematic jolt!"
—*L. A. Express*

"Most entertaining film we have seen in some time."
—*Dan Thomas, N. E. A. Service*

That's the kind of praise they're singing about

FIVE STAR FINAL

with EDWARD G.
ROBINSON

MARIAN MARSH, FRANCES STARR
GEORGE E. STONE, ONA MUNSON
ANTHONY BUSHELL, H. B. WARNER

And Get THIS

"Guaranteed to make you think. Highly entertaining," raves Photoplay Magazine about . . . . . .



The

RULING VOICE

with
WALTER HUSTON
LORETTA YOUNG
Doris Kenyon, David Manners, Dudley Digges

And THIS

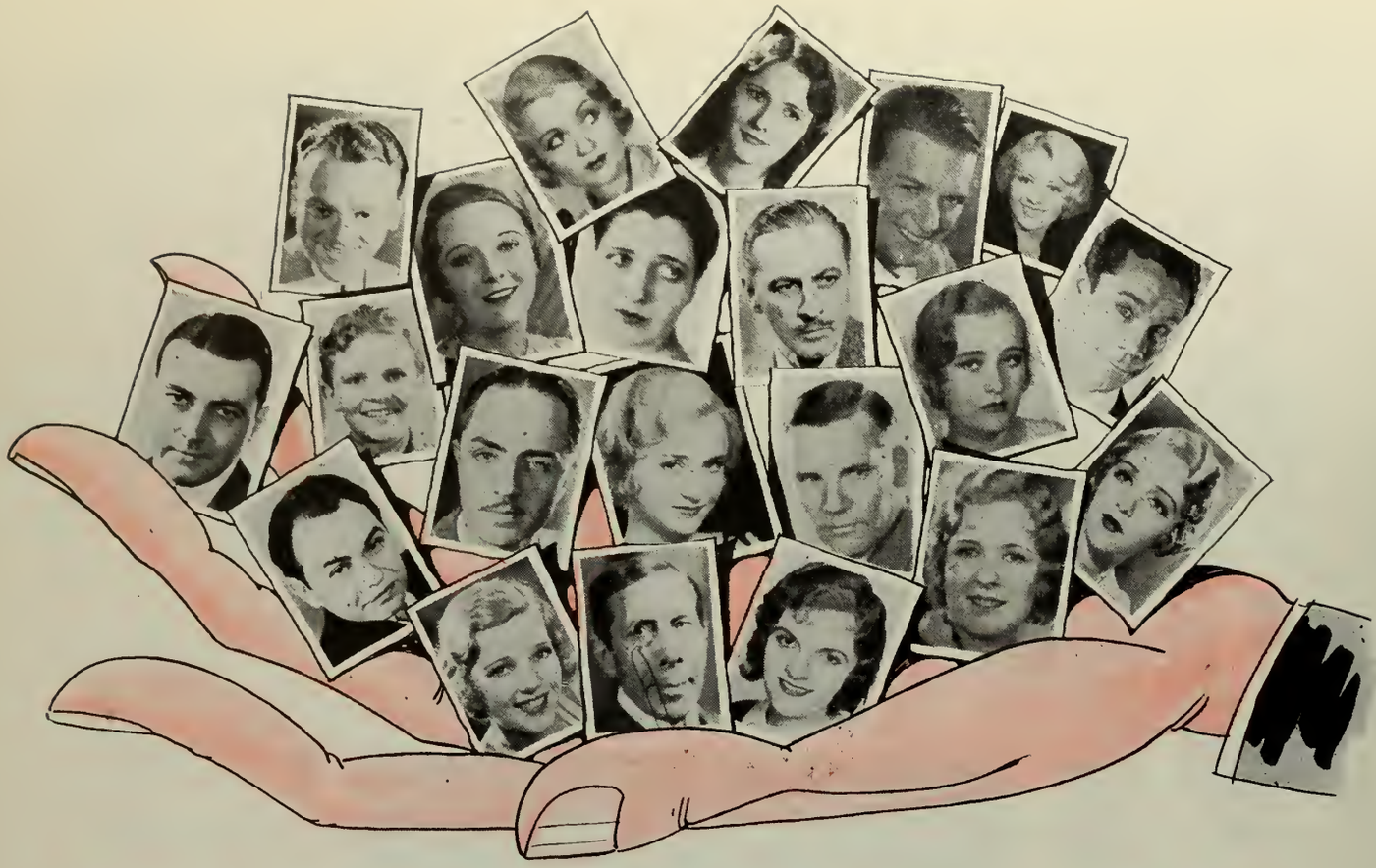
"One of the six best pictures of the month. Beautifully and humanly told. Cast is perfect."
(Photoplay Magazine)



The

BARGAIN

with
LEWIS STONE
DORIS KENYON
Chas. Butterworth, Evalyn Knapp and Una Merkel



SUCCESS

IN THE PALM OF YOUR HAND

You'll always have opposition but no competition when you play those—

35 STAR HITS from **WARNER BROS.**

35 STAR HITS from **FIRST NATIONAL**

70 Guaranteed **VALUES**

the moment you sign that

WARNER BROS. *and* FIRST NATIONAL

SQUARE-DEAL CONTRACT *for* 1931-32

more than your contract calls for

VITAGRAPH, INC., *Distributors*

"Coverage" Is M.P. Daily Aim In Reviewing

Reviewing scouts for Motion Picture Daily, East and West, have covered 270 features from December 22, 1930 to June 30, 1931.

Many of these pictures, listed here by name, distributor and review date, were caught weeks, and in some cases, months prior to their general release. "The Prodigal" is one instance of many. This Tibbett picture was reviewed from Hollywood on January 15, but only now is current at the Capitol on Broadway.

Typical of review coverage is the following tabulation covering the period outlined above:

Feature	Distributor	Reviewed
Air Police, The	Sono Art-W. W.	Mar. 17
Alexander Hamilton	Warners	June 8
Almost a Honeymoon	Brit. Inter'l	Jan. 15
Aloha	Tiffany	Dec. 27, 1930
Always Goodbye	Fox	Apr. 27
American Tragedy	Paramount	May 29
Annabelle's Affairs	Fox	June 27
Avenger, The	Columbia	Mar. 18
Bachelor Apartment	Radio	Feb. 21
Bachelor Father	M-G-M	Feb. 4
Bad Sister	Universal	Mar. 12
Beau Ideal	Radio	Jan. 20
Behind Office Doors (Reviewed as "Private Secretary")	Radio	Jan. 23
Beyond Victory	Pathe	Apr. 9
Big Business Girl	F. N.	Mar. 5
Black Camel	Fox	May 14
Black Sea Mutiny	Amkino	June 20
Body and Soul	Fox	Mar. 7
Born to Love	RKO Pathe	Mar. 27
Bright Lights	Warners	Feb. 14
Broadminded	Warners	Apr. 2
Brothers	Columbia	Jan. 7
By Rocket to the Moon	Ufa	Feb. 7
Captain Thunder	Warners	May 14
Caught Cheating	Tiffany	Mar. 4
Chances	F. N.	May 2
Charley's Aunt	Col.	Dec. 27, 1930
Charlie Chan Carries On	Fox	Mar. 20
Children of Chance	Brit. Inter'l	Jan. 27
Chiselers of Hollywood	Willis Kent	Dec. 31, 1930
Cimarron	Radio	Jan. 27
City Lights	U. A.	Feb. 7
City Streets	Paramount	Apr. 2
Clearing the Range	State Rights	Apr. 27
Command Performance	Tiffany	Jan. 15
Common Law	RKO Pathe	Jan. 20
Compromised	Brit. Inter'l	Jan. 21
Comrades of 1918	Nero	Feb. 26
Confessions of Co-Ed	Paramount	June 26
Connecticut Yankee	Fox	Mar. 18
Conquering Horde	Paramount	Feb. 19
Cracked Nuts (Reviewed as "Assorted Nuts")	Radio	Feb. 13
Criminal Code	Col.	Dec. 26, 1930
Daddy Long Legs	Fox	June 5
Damaged Love	Sono Art-W. W.	Jan. 20
Dance, Fools, Dance	M-G-M	Dec. 27, 1930
Dawn Trail	Col.	Dec. 24, 1930
Daybreak	M-G-M	Apr. 10
Defenders of Law	Continental	May 23
Desert Vengeance	Columbia	Feb. 27
Devil to Pay	U. A.	Dec. 27, 1930
Dirigible	Columbia	Apr. 4
Dishonored	Paramount	Feb. 21
Divorce Among Friends	Warners	Apr. 10
Doctors' Wives	Fox	Mar. 26
Donovan's Kid	Radio	May 5
Don't Bet On Women	Fox	Feb. 13
Dracula	Universal	Feb. 21
Drums of Jeopardy	Tiffany	Feb. 14
Dude Ranch	Paramount	Apr. 14
Easiest Way	M-G-M	Feb. 28
East Lynne	Fox	Feb. 26
Everything's Rosy	Radio	May 7
East of Borneo	Universal	June 20
Ex-Bad Boy	Universal	June 20
Ex-Flame	Liberty	Jan. 27
Fair Warning	Fox	Jan. 31
Father's Son	F. N.	Feb. 21
Fifty Million Frenchmen	Warners	Dec. 27, 1930
Fighting Caravans	Paramount	Jan. 15
Fighting Sheriff	Columbia	May 23
Finger Points, The	F. N.	Mar. 13
Finn and Hattie	Paramount	Jan. 31
Five and Ten	M-G-M	May 21
Five Star Final	F. N.	June 20
Flood, The	Columbia	Mar. 27
Free Soul	M-G-M	June 3
Front Page	U. A.	Apr. 8
Full of Notions	Radio	June 24
Gang Buster	Paramount	Jan. 27
Gentlemen's Fate	M-G-M	Feb. 4
Girl from Reeperbahn	Tk. Pic. Ep.	Feb. 7
Girls Demand Excitement	Fox	Feb. 7
God's Country and the Man	Syndicate	June 9
God's Gift to Women	Warners	Mar. 5
Going Wild	F. N.	Jan. 27
Gold Dust Gertie	Warners	May 2
Goldie	Fox	June 27
Good Bad Girl	Columbia	May 16
Gorilla, The	F. N.	Mar. 4
Great Lover	M-G-M	June 26
Great Meadow	M-G-M	Feb. 3
Gunsmoke	Paramount	Mar. 6
Hell Below Zero	Tk. Pic. Ep.	June 2
Hell Bound	Tiffany	Jan. 31
Hell To Pay	Fox	June 20
High Stakes	Radio	Apr. 30
Homeland Echoes	Otto Trippel	Apr. 23
Honor Among Lovers	Paramount	Mar. 2
Hot Heiress	F. N.	Jan. 22
Hook, Line and Sinker	Radio	Dec. 26, 1930
How He Lied to Her Husband	Brit. Inter'l	Jan. 17
Hush Money	Fox	May 28
Illicit	Warners	Jan. 20
I'm Telling You	Paramount	June 29
Indiscreet	U. A.	Mar. 5
In Old Cheyenne	Sono Art-W. W.	June 17
Inspiration	M-G-M	Dec. 24, 1930
Iron Man	Universal	Mar. 20
It Pays to Advertise	Paramount	Feb. 7
It's a Wise Child	M-G-M	Feb. 21
Jaws of Hell	Sono Art-W. W.	Jan. 7
June Moon	Paramount	Feb. 17
Jungle Hazards	State Rights	May 16
Just a Gigolo	M-G-M	June 17
Just for a Song	Sono Art-W. W.	Apr. 25
Kept Husbands	Radio	Jan. 20
Kick In	Paramount	Apr. 25
Kiki	U. A.	Feb. 19
Kiss Me Again	F. N.	Jan. 14
Ladies Man	Paramount	Mar 23
Lady Refuses, The (Reviewed as "Forgotten Women")	Radio	Jan. 27
Lash, The	F. N.	Dec. 31, 1930
Last Parade	Col.	Feb. 7, 1931
Laughing Sinners	M-G-M	May 29
Lawyer's Secret	Paramount	May 11
Laugh and Get Rich (Reviewed as "Board and Room")	Radio	Mar. 2
Lawless Woman	Chesterfield	June 26
Le Million (French)		May 21
Liebeswalzer	Ufa	May 23
Lightning Flyer	Columbia	Apr. 4
Lion and the Lamb	Columbia	Feb. 7
Little Caesar	F. N.	Jan. 17
Lonely Wives	RKO Pathe	Jan. 27
Lost Gods	Tk. Pict. Ep.	Mar. 4
Love Habit	Brit. Inter'l	Jan. 31
Lover Come Back	Columbia	June 20
Mad Genius	Warners	May 2
Mad Parade	Liberty	May 2
Maltese Falcon	Warners	Apr. 9
Man From Chicago	Brit. Inter'l	Jan. 17
Man in Possession	M-G-M	June 9
Man of the World	Paramount	Feb. 27
Man to Man	Warners	Jan. 5
Man Who Came Back	Fox	Dec. 31, 1930
Many a Slip	Universal	Feb. 26
Meet the Wife	Columbia	Mar. 26
Men Call It Love (reviewed as "Among the Married")	M-G-M	Feb. 5
Men on Call	Fox	Mar. 5
Middle Watch	Brit. Inter'l	May 7
Millie	Radio	Jan. 22
Millionaire, The	Warners	Apr. 9
Million Dollar Swindle	Radio	June 20
Mr. Lemon of Orange	Fox	Feb. 27
Misbehaving Ladies	F. N.	Mar. 13
Monsters of Deep	Tk. Pic. Ep.	May 16
My Past	Warners	Jan. 15
Naughty Flirt	F. N.	April 16
Never the Twain Shall Meet	M-G-M	May 23
Newly Rich	Paramount	June 3
New Moon	M-G-M.	Dec. 26, 1930
Night Angel	Paramount	June 11
Night Birds	Brit. Inter'l	Jan. 8
No Limit	Paramount	Dec. 27, '30
Old Broadway Custom	Radio	Apr. 27
Once a Sinner	Fox	Jan. 17
One Heavenly Night	U. A.	Jan. 15
Pagliacci	Leo Brecher	Feb. 27
Paid	M-G-M	Jan. 5
Painted Desert	RKO Pathe	Jan. 15
Parlor, Bedroom & Bath	M-G-M	Jan. 23
Part-Time Wife	Fox	Dec. 27, 1930
Party Husband	F. N.	May 16
Perfect Alibi	Radio	Apr. 18
Playthings of Hollywood	State Rights	Apr. 13
Primrose Path	Holly. Films	Jan. 22
Prodigal, The (Reviewed as "The Southerners)	M-G-M	Jan. 15
Public Enemy	Warners	Apr. 30
Pueblo Terror	State Rights	Apr. 9
Quick Millions	Fox	Mar. 23
Rango	Paramount	Dec. 24, '30
Reaching for Moon	U. A.	Dec. 26, 1930
Rebound	RKO Pathe	June 9
Reckless Hour	F. N.	May 2
Red Fork Range	Big Four	Mar. 4
Reducing	M-G-M.	Dec. 26, 1930
Resurrection	Universal	Jan. 5
Rider of the Plains	Syndicate	May 1
Riders of North	Syndicate	Apr. 4
Ridin' Fool	Tiffany	June 13
Right of Way	F. N.	May 2
Right to Love	Paramount	Jan. 5
Rio's Road to Hell	Pub. W. F.	June 27
Road to Paradise	F. N.	Jan. 20
Royal Family	Paramount	Dec. 24, '30
Royal Bed, The	Radio	Dec. 26, 1930
Scandal Sheet	Paramount	Feb. 7
Seas Beneath	Fox	Feb. 2
Secret Six, The	M-G-M	Apr. 17
Seed	Universal	Apr. 21
Sheer Luck	Big Four	May 6
She Got What She Wanted	Tiffany	Jan. 2
She Wolf (Reviewed as "Mothers' Millions")	Universal	Feb. 19
Shipmates	M-G-M	Mar. 27
Single Sin	Tiffany	Feb. 13
Sit Tight	Warners	Feb. 21
Six-Cylinder Love	Fox	May 1
Skin Game	Brit. Inter'l	June 20
Skippy	Paramount	Apr. 7
Sky Raiders	Columbia	June 9
Sleeping Partners	Elstree	June 20
Smart Money	Warners	June 19
Smiling Lieutenant	Paramount	May 22
Soldier's Plaything	Warners.	Dec. 24, 1930
Son of India	M-G-M	May 23
Spy, The	Fox	Mar. 13
Stepping Out	M-G-M	Mar. 13
Stolen Heaven	Paramount	Feb. 14
Strangers May Kiss	M-G-M	Feb. 26
Subway Express	Columbia	May 2
Sunny	F. N.	Dec. 27, 1930
Sunrise Trail	Tiffany	Mar. 26
Svengali	Warners	May 1
Swanee River	Sono Art-W. W.	Jan. 31
Sweepstakes	RKO Pathe	June 5
Tabu	Paramount	Mar. 19

(Continued on page 11)

Looking 'Em Over

"The Prodigal"

(M-G-M)

A bit short on story, but long on charm and tempo. "The Prodigal," nee "The Southerner," is an excellent instance of what treatment and direction can do to what, in less expert hands, would have proven a sad affair.

This story of a prodigal son who falls in love with his brother's wife and eventually wins her is far from startling in conception. But the dialogue and continuity by Bess Meredyth and Wells Root and the direction by Harry Pollard have combined to give the picture a nice lilt and a charming twang that a substantial audience at the Capitol reacted to immediately. Third of the arch conspirators in this pleasant affair is an extremely competent cast. Roland Young, whose flair for high comedy ranges all over him like a streak, does excellently in a hobo role. Rather considerably behind him, but splendid, nevertheless, is Cliff Edwards.

Lawrence Tibbett here does more straight acting than either "The Rogue Song" or "The New Moon" permitted. His song numbers are limited to three and, in each case, they fit into the action logically and smoothly. Those he does splendidly and his acting is not far behind his vocal capabilities. Esther Ralston is extremely good. She looks and records well and she can troupe. We're in favor of seeing more of her.

The false note, and its a whopper, comes at the close when the mother steps into the family feud and turns Antonia from brother to brother.

It's taking dramatic license for an awfully long ride. KANN.

"BUY RIGHT—BUT BUY NOW"

"Son of the Plains"

(Syndicate)

An outdoor picture with a plethora of scenic backgrounds that are pleasing to the eye. In these settings takes place the story of a newly appointed deputy tackling the Polka Dot Bandit on the first day. The notorious bandit has held up the express office, shot the agent and scampered off with the loot and drops it. J. P. MacGowan, the heroine's father, picks it up and is shot as he is about to go after the thief.

He is mistaken for the bandit and wounded, returns home, causes his daughter to become suspicious as well as the deputy. But the deputy learns who the real person is behind the nefarious title and it is not long before he gets his man. The heroine gets her man, too.

Robert Bradbury has included the snow-capped mountains of the west as a background for the hard-riding scenes. Bob Custer is seen in the name role while Al. St. John handles a small part in a comedy vein. Doris Phillips makes an attractive heroine while J. P. MacGowan, Eddie Hearn, the villain, and Gordon De Main round out the supporting cast.

"BUY RIGHT—BUT BUY NOW"

"Side Show"

(Warners)

HOLLYWOOD — Reviewed at the Forum, Winnie Lightner's latest struck an approving, if not a rousing reception.

The vehicle is Lightner all the way and was obviously written around her personality. The treatment has her "subbing" for various freaks of the circus side show, this repertoire giving her opportunity to imitate a hula-hula dancer, a high diver and a crooning cannibal. The audience went for the line-up and two of the Lightner songs clicked strongly enough to bring forth applause.

The dramatic story, which is far from important, has Evalyn Knapp entering the circus contrary to Sister Lightner's wishes. Evalyn and Winnie both fall for Donald Cook, but it is, of course, obvious who wins out in the end.

"BUY RIGHT—BUT BUY NOW"

'Murder by the Clock'

(Paramount)

SANTA MONICA — Paramount certainly didn't mean it that way, but the preview audience that caught "Murder by the Clock" at the Criterion here laughed at sequences the producer seriously meant to be serious.

The applause that met Lilyan Tashman's work, however, was of the genuine kind, but, by and large, the reaction was very mild when it didn't break out into open and what looked suspiciously like derisive laughter.

The story deals with an avaricious woman who induces her husband to kill an old aunt in order to get her money. She then persuades her artist lover to get rid of her husband, but husband is brought back to normalcy by heart injection in time to ward off the artists' attempt to murder him by stabbing. Later the hus-

(Continued on page 11)

Bureau Aims To "Educate" Exhibitors

(Continued from page 1)

those territories and, according to one familiar with the work of the bureau, preliminary efforts along those lines are being met with cooperation on the part of exhibitor leaders.

D. C. Liebler, H. Groves and Joseph Stern are three bureau representatives now in the field under the plan. Liebler is concentrating on theatres served out of Oklahoma City exchanges; Groves is in Dallas where a campaign against alleged copyright violators is proceeding while Stern has been concentrating in Atlanta with the cooperation of the Southeastern Theatre Owners' Ass'n.

The bureau is proceeding on the theory that exhibitors can offer no excuse for bicycling film or for holding only prints for playing time not provided for in contracts with the exchange. The bureau is known to lean toward the belief, however, that explanation of the exchange's rights will do much by way of removing litigation and at the same time materially reduce exchange losses now computed to run into millions annually.

"BUY RIGHT—BUT BUY NOW"

Atlanta Exchanges Worried Over Suit

(Continued from page 1)

and Fox. She operated the Salerno theatre at Salerno, Fla., in 1927 and charges that, because she refused to take up a contract with Liberty Specialty held by the former owner of the theatre, Jesse Fith, the Film Board arbitrated and secured an award against her with the result that other distributors refused to furnish pictures and, therefore, forced her to close the theatre.

"BUY RIGHT—BUT BUY NOW"

Helen Will "Love" on Lawns, Not in Movies

(Continued from page 1)

to reports she turned down a $100,000 offer to make love to a screen hero.

"I don't want to be a movie star, even if I could," Miss Wills, or Helen Wills Moody, as she is known to the public, stated. Miss Wills apparently likes the stars above her not around her.

"BUY RIGHT—BUT BUY NOW"

Saal to Be Feted At Informal Dinner

An informal testimonial dinner to Bill Saal, formerly of Publix and now with Tiffany, will be held next Wednesday evening on the Hotel Astor Roof.

"BUY RIGHT—BUT BUY NOW"

Teach Via Films

ST. LOUIS—First test of teaching by films was held yesterday at the Washington University where a continuous program from 9:05 a. m. to 3:45 p. m. was screened. Ten different subjects were shown, starting with "Testing of Child Intelligence."

"BUY RIGHT—BUT BUY NOW"

Sloane Re-Signs

HOLLYWOOD—Paul R. Sloane has signed a new directorial contract with Radio.

Purely Personal

I. E. CHADWICK yesterday got in from the Coast. The first thing he did when he got off the train was to run up to see Harry Thomas, who is handling his pictures. What was in that two-reel can he carried under his arm?

JACK UNGERFELD just couldn't keep out of the business after selling his circuit to Fox. Yesterday he returned from Philadelphia after closing a deal for acquisition of a theatre in those parts.

MATTY RADIN has taken over the Mecca on 14th Street. That's the little house that was first put on the pan by the fire department about a year and a half ago for violation of the film storage law.

ADOLPH POLLAK of Hollywood Pictures has postponed that trip to the Coast for about 10 days. When he gets out there, it'll be the Hollywood of the East meeting Hollywood of the West.

MARTHA WILCHINSKI's first thought, now that she has resigned as publicity director for the Roxy, is to get a vacation. She may open her own office when the forthcoming holiday is ended.

B. F. LYON, Canadian sales manager for Warners-First National, covers his job thoroughly. He has been known to travel 1,000 miles off his regular itinerary to discuss sales with an exhibitor prospect.

LEOPOLD FRIEDMAN has discovered a new way to combine mint and julep and the result is what is known as a mint julep. Only, he says, it's a very special kind. Yum!

CHARLES FINESILVER is back at the Third Avenue. It seems that every time someone takes over the house Charlie is hired as manager—but not for long.

Val Lewton of M-G-M hasn't saved enough yet to get that car he's been yearning for. He's got that "Buy Right—But Buy Now" urge but not the backing.

JACK ALICOATE and Bert Muller drew a real gallery yesterday when they played off the final in the Class A division of the Motion Picture Club billiard tournament.

J. J. PATTERSON, formerly assistant manager at the Fox Majestic Theatre, Bridgeport, Conn., is now manager of the Fox Globe Theatre, Bridgeport.

FREDERICK JAMES SMITH isn't a bit concerned by reports that a new fan magazine will shortly be published on the style of his *Movie Magazine*.

CHARLIE MCCARTHY is making short appearances at his office at Paramount. He is still weak from his "flu" attack.

G. L. STEINER has been appointed manager of the Hempstead Theatre, Hempstead, L. I.

M. KLEINMAN has been transferred to the Glenwood, Brooklyn, as assistant manager and treasurer.

M. STEINHAUER has been made assistant manager of the Jackson theatre, Brooklyn.

Hang It!

CINCINNATI — Disagreement between the painters' and upholsterers' unions as to who should hang tapestries at the RKO Lyric has led to a sympathetic strike of nine RKO poster artists.

The painters contend that tapestry hanging comes within their jurisdiction, whereas members of the upholsterers' union, to whom it is said the contract was awarded by the New York office of RKO, persist that the work belongs to them.

The poster and scenic artists have no union of their own here, and are affiliated with the painters' organization.

GEORGE SEED, manager of the Leader Theatre, Brooklyn, has been transferred to the Supreme, Brooklyn, as manager.

M. KAUFMAN is now assistant manager and treasurer of the Stone Theatre, Brooklyn.

H. LIGHTSTONE has been appointed assistant manager of the Crescent Theatre, Astoria, L. I.

THOMAS VAN SYCKEL has been made manager of the Leader Theatre, Brooklyn.

JULES FIELDS is now manager of the Blenheim and Parkway Theatres, Bronx.

LOU METZGER made a dazzling appearance in a very white linen suit at the Motion Picture Club yesterday.

Joe Seider has a new coat of sunburn and won't tell where he got it.

"BUY RIGHT—BUT BUY NOW"

Continued for Two Weeks

ST. LOUIS—The Shea action for a receivership for the St. Louis Amusement Co., Warner theatre subsidiary, comes up on July 14. The delay was granted the defense after a change of venue removes the action from Judge Hartman's consideration to that of Judge Rosscoff because of alleged prejudice. Six additional minority stockholders, controlling 825 shares of stock, have intervened in support of the Shea action.

"BUY RIGHT—BUT BUY NOW"

Van Hyning Elected

IOLA, Kans.—Earl Van Hyning, president of the M.P.T.O. of Kansas and Western Missouri and proprietor of the Kelley, has been elected president of the Iola Chamber of Commerce.

"BUY RIGHT—BUT BUY NOW"

Griffith to Start Monday

D. W. Griffith starts work Monday at the Audio Cinema Studios in the Bronx on "Struggle," by John Emerson and Anita Loos. Zitta Johann will be starred and Hal Skelly supporting.

"BUY RIGHT—BUT BUY NOW"

Actors Injured

UNIVERSAL CITY—William Patton, Fred Haynes, Edawrd Anton, William Rambeau and Joseph Mills were injured here yesterday while making a picture.

Buy Now, Cash In on Ads, Is South's Hunch

(Continued from page 1)

product, because the more contracts the producer has the more liberal he can be in arranging his budget for negative cost.

"2—By buying early the theatre should play pictures earlier and thus take advantage of the immense national advertising that is released with the picture. Small town theatres can increase their good-will by playing closer to key runs as well as avail themselves of the advertising from the dailies that come into their town from the key cities. I believe that thousands of dollars are lost to this industry yearly because picture fans have lost their enthusiasm in the long waiting between the national advertising on a given picture and its run in some of the smaller towns.

"3—Nearly every exhibitor now knows what his requirements in product will be for another year. He also knows reasonably well what he can pay for it. If he can now buy right in accordance with his needs, he is quite silly to delay. The exhibitor's welfare is very muchly dependent on that of the producers. Here is an opportunity for them to show faith and good will each to the other, and for this industry to help itself in all its branches, by a little mutual cooperation."

Para. Line-Up Goes To Loew, RKO in N.Y.

(Continued from page 1)

for next season. The other half goes, as usual, to the Loew circuit.

For a number of years prior to this, RKO has been splitting the Paramount line-up with Loew's. Last year, however, its half went to the Fox circuit, as part of the National deal between Paramount and Fox. This proved to be one of the important considerations which later brought RKO and Warners together on a reciprocal booking arrangement. Now, however, RKO gets Paramount locally and Fox does not.

The RKO-Paramount franchise is understood to run for four and a half years.

"BUY RIGHT—BUT BUY NOW"

Chatterton Back to W. B. Lot, Report

(Continued from page 1)

states and she is expected to decide on her first within the next few days.

Belief in the trade has been that with the signing of a truce between Paramount and Warners, it was agreed that Ruth Chatterton would stay on the Paramount lot. In other quarters, it has been reported that Paramount couldn't see the stiff weekly stipend Warners had agreed to pay Miss Chatterton and that negotiations to either straighten out the salary question or allow the Warner deal to stand had been under way.

"BUY RIGHT—BUT BUY NOW"

Dates Bohemian Talker

Starting Friday, "Carnival," the first Bohemian talker, will be shown at the Eighth Street Playhouse.

"Coverage" Is M.P. Daily Aim In Reviewing

(Continued from page 9)

Feature	Distributor	Reviewed
Tailor Made Man	M-G-M	Feb. 27
Ten Nights in Bar Room	Goetz	Feb. 28
Ten Cents a Dance	Columbia	Mar. 7
Texas Ranger	Columbia	Apr. 29
This Modern Age	M-G-M	May 15
Three Girls Lost	Fox	Apr. 17
Three Loves	A. C. of A.	May 28
Three Rogues	Fox	Apr. 8
Three Who Loved	Radio	June 6
Tom Sawyer	Paramount	Dec. 27, '30
Too Young To Marry	Warners	May 6
Torch Song	M-G-M	Mar. 20
Trader Horn	M-G-M	Feb. 4
Trails of Golden West	Cosmos Ex.	Jan. 23
Transgression	Radio	June 12
Traveling Husands	Radio	Apr. 27
Two Gun Man	Tiffany	June 12
Ubangi	Wm. Pizor	June 9
Under Suspicion	Fox	Dec. 31, 1930
Under Texas Skies	Syndicate	Jan. 15
Unfaithful	Paramount	Feb. 19
Up for Murder	Universal	May 26
Up Pops the Devil	Paramount	Apr. 27
Vice Squad	Paramount	June 9
Viking, The	J. D. Williams & Asso.	June 17
Virtuous Husbands	Universal	Mar. 16
Way Down East	A. L. Grey	Mar. 16
West of Cheyenne	Syndicate	Feb. 27
Westward Bound	Syndicate	Jan. 22
White Shoulders	Radio	June 8
Wild West Whoopee	Asso. Film	Feb. 26
Woman Between	Radio	Apr. 18
Woman Hungry	F. N.	Mar. 21
Woman of Experience	RKO Pathe	Apr. 25
Women Love Once	Paramount	June 26
Women Men Marry	Headline	Mar. 4
Women of All Nations	Fox	May 26
W Plan, The	Radio	Mar. 21
Yellow Pass	Amkino	May 2
Yankee Don	R. Talmadge Prod.	May 14
You and I	Warners	Apr. 18
Young as You Feel	Fox	Apr. 8

"BUY RIGHT—BUT BUY NOW"

Critics Not Strong For New Lukas Film

"Women Love Once," starring Paul Lukas and now current at the Paramount, hasn't made much of a hit with New York critics. Five of eight reviewers found the picture "old," "heavy" and "badly directed." Several believe the players are far ahead of their material. The *Daily Mirror,* on the other hand, thinks the story was told "smartly enough to be interesting." Consensus of their opinion follows:

American—***an exquisitely set piece and, if the scenic excellence were equalled by other phases of the production, "Women Love Once" might easily be a pictorial gem. ***Paul Lukas***plays with a simple artistry that makes his performance alone worth viewing.

Daily Mirror—It is the old story of infidelity and forgiveness, told smartly enough to be interesting and played by an unusually competent cast***Eleanor Boardman*** charming***Paul Lukas splendid.***

Daily News—***provides enough drama to hold your interest fairly well, but you'll find it heavy and depressing for summertime fare.

Morning Telegraph—There is only one truly poignant well-acted scene***the rest ***is a badly directed, inept movie.***

Post—In spite of the thoroughly second-rate story, Eleanor Boardman gives a better performance in this picture than she has since the advent of the talkies. She is simple, unaffected and lovely to look at, and her diction, except when she speaks of her "jools," is immensely improved. Paul Lukas also copes manfully with the triteness of his role, making it sympathetic and believable.

Sun—***a mildly interesting, if rather slow moving program movie***

Times—The story***is disappointing and far from convincing***

World-Telegram—This is one out of the musty past, familiar and feeble. Paul Lukas ***performing his usual trick of stealing the picture.***

Franklin Boosts 24 Pictures

Hollywood—Harold B. Franklin, in a letter to theatre managers in the Hughes-Franklin circuit, lists 24 features which he considers of sufficient calibre to defeat the depression, with instructions that they must be exploited and advertised in a big way. The pictures are:

Laughing Sinners	Free Soul
Shipmates	Five and Ten
Just a Gigolo	Dishonored
Smiling Lieutenant	Tabu
Daddy Long Legs	Smart Money
Women of All Nations	Rebound
An American Tragedy	Seed
The Millionaire	Five Star Final
The Front Page	Donovan's Kid
Ten Cents a Dance	Miracle Woman
Transatlantic	Public Enemy
Monkey Business	Secret Six

"Go after business and don't wait for it to come to you," is Franklin's parting shot.

Looking 'Em Over

'Murder by the Clock'

(Continued from page 9)

band dies from fright and that's that. Through the proceedings a half-wit son of the aunt succeeds in fastening suspicion upon himself by his mysterious and questionable actions. There are secret doors, subterranean passage ways and the usual mystery trimmings.

"BUY RIGHT—BUT BUY NOW"

"Politics"

(*M-G-M*)

LONG BEACH, Cal.—If audience reactions are any criterion, this new Marie Dressler-Polly Moran comedy is in. The paying public which saw it at a local theatre evidenced its reaction in a manner that was unmistakably for the picture.

The yarn is developed around the uprising of women voters in a city ruled by the usual politico-racketeering rings. Miss Dressler, who has no political aspirations, is unwittingly made the champion of the feminine cause. As one means of bringing the men around to the women's point of view, she orders a strike that reaches into the home and all phases of wifely duty. The result is a highly entertaining comedy situation which the audience here went for no end.

"BUY RIGHT—BUT BUY NOW"

"Caught"

(*Paramount*)

SANTA MONICA—Not much of an audience reaction to "Caught" as shown before a preview audience here.

Comment was that the story was old-fashioned in situation and treatment. It is based on incidents in the life of Calamity Jane, played by Louise Dresser. She heads a band of outlaws who terrorize the countryside until the military, as represented by Richard Arlen, interferes. He succeeds, naturally, in pinning the necessary evidence on her and ultimately discovers what any audience would have doped out long before the principals in the picture did: that Arlen is Miss Dresser's son.

"BUY RIGHT—BUT BUY NOW"

"Wild Horse"

(*Allied Pictures*)

SANTA MONICA—Hoot Gibson's new western is good entertainment of its type, a consensus of preview audience opinion indicated.

Action dominates practically all the way and it is only when the dialogue gets in a lick that the picture lags. The story, as usual in westerns, doesn't mean much. Here Hoot is a traveling horse wrangler hunting a job. He captures a wild horse, a bank robber, runs down a murderer and has some time left to indulge in fancy riding.

A fight between two horses is a pip and earned a spontaneous round of applause.

"BUY RIGHT—BUT BUY NOW"

"The Secret Call"

(*Paramount*)

HOLLYWOOD—Peggy Shannon makes her debut in the role originally intended for Clara Bow, but falls short of being a satisfactory substitute, in the opinion of a preview audience. The picture itself failed to stir much excitement, being a political tale of the usual formula, the son and daughter of the rival bosses carrying on a love affair. Richard Arlen plays opposite but his part seems to have been written in merely to carry Miss Shannon. Stuart Walker's direction was adequate, although many sequences lagged. The picture is based on William C. de Mille's play, "The Woman."

"BUY RIGHT—BUT BUY NOW"

"The Ridin' Kid"

(*Big 4*)

Buddy Roosevelt is the lanky star who, in running down a pair of outlaws in the guise of the Ridin' Kid, does plenty of unnecessary hard riding and foolish acting. In reality he is a government official sent down to clear up the phoney affair, but the surprise finish is that he doesn't get the girl.

He turns her over to the cowhand who has been engaged to her and passes out of the picture without a chip on his shoulder or a scruple against the better man. Photography is very bad. Audience reaction, terrible.

"BUY RIGHT—BUT BUY NOW"

Seek "RKO Honor Man"

RKO yesterday began a contest for the manager ranking highest in showmanship and salesmanship. A month's vacation and a trip to the Mediterranean will be awarded to the "RKO Honor Man." The contest runs to August 1.

Chicagoans Seek Houses With Coolers

(Continued from page 1)

ing to theatre managers, and the crowds are now turning back to the theatres—the refrigerated ones, however.

Balaban & Katz report a 25 per cent increase in patronage this week over the same number of days last week. Other circuits and independent operators estimate comparable attendance increases this week in air-cooled houses.

Estimates of golf course attendance confirm theatre managers' reports, revealing that courses were only at 50 per cent normal playing capacity over the past week end. Beaches, highways and parks continue receiving throngs, but their peak periods occur before and after theatre hours, indicating that cooler theatres are definitely accepted as relief agencies by the sweltering thousands in the city.

"BUY RIGHT—BUT BUY NOW"

Smoke a Fresh Fag And Solve Mystery

(Continued from page 1)

Future Publishing Co. are mentioned as the publishers behind the venture. Editors of both companies yesterday denied any knowledge of the report.

A call to various writers to supply the script has gone out but all of them so far have been turned down by the cigarette company, believed to be R. J. Reynolds Tobacco Co., manufacturer of Camel cigarettes.

"BUY RIGHT—BUT BUY NOW"

Nagel Heads Motion Picture Relief Fund

(Continued from page 1)

Hearst, Marion Davies, Douglas Fairbanks, Jr., Richard Barthelmess and Bebe Daniels were elected trustees.

The meeting was held at the Warner studio. Jack Warner is the retiring president.

"BUY RIGHT—BUT BUY NOW"

Alicoate Wins That Big Billiard Tourney

With several dozen members constituting the gallery, Jack Alicoate defeated Herb Muller yesterday in the Class A division of the billiard tournament at the Motion Picture Club. The play-off was a surprise, since Muller enjoyed the odds over Alicoate as winning contestant. The score was 125 to 105. A gold medal and miniature billiard table go to Alicoate. Other winners in the "A" division are Muller who gets a silver medal as second best and Lou Baum who gets a bronze medal as third best.

In Class B, first honors go to Morris Kutinsky whose prizes are a gold medal and a miniature billiard table. Lee Ochs, as second best man, will get a silver medal while George Dembow and Milton Blumberg will match play for the bronze medal designated for the third man in that class.

The Class C play has not been completed as yet.

MISTER FINE DISCUSSES A $2 PICTURE!



Mr. and Mrs. Meyer Fine Previewed Norma Shearer in "A Free Soul"



Mrs. Fine Just Adored It!



Mr. Fine, Who Runs Fourteen Theatres, Got Excited About It!



So He Wrote a Letter Which We Are Proudly Reprinting On This Page!

"I think, without a doubt 'A FREE SOUL' is the greatest Norma Shearer picture that was ever made, and if there ever was a picture that is worth $2.00 admission, 'FREE SOUL' is the picture. Of course, we must not overlook the marvelous work of Lionel Barrymore and Clark Gable.

"It was the most pleasant evening I ever spent viewing a picture in my nineteen years of experience. I am certain that whoever sees 'FREE SOUL' will feel the same way I do about it. It is pictures of this kind that will make box-office records. I hope that Metro will continue the good work that they have in the past seasons."

(*Signed*) M. S. FINE, Associated THEATRES, *Cleveland, Ohio*



"Dear Mr. Fine: You bet we'll continue the good work. Thanks from your friend Leo of M. G. M."

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 29 NEW YORK, FRIDAY, JULY 3, 1931 TEN CENTS

Verbal Agreements Out, Sales Managers Decree

Ohio M.P.T.O. Favors "Buy Now" Policy

'Sympathetic With Move,' States Unit Head

COLUMBUS, O.—The "Buy Right —But Buy Now" movement finds a welcoming chord in the ranks of the M.P.T.O. of Ohio. William M. ("Billy") James goes on record as declaring:



W. M. James

"We are entirely sympathetic with the movement to encourage the right buying of product at the present time," states President James. "However, if this movement is to be successful, it is going to require intelligent thinking on both sides.

"I mean by this that the distribu-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

"Movie Memories" Unsponsored, Listed

Paramount is not dropping those "Movie Memories" shorts, which heretofore have been issued only when sponsored by Chesterfield cigarettes. Officials of the company have decided to continue the subjects without any vestige of advertising and have changed the name of the subjects to "Screen Souvenirs."

Letters have been sent to all branch

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Rathner Heads "U" Theatrical Details

Harry Rathner is now general manager of the Universal theatre department and is handling real estate detail for the same end of the Laemmle enterprise, as well.

He succeeds Dan Lederman.

In Lights

On the electric sign that adorns the front of the Warner theatre on Broadway:
"MACISTE IN HELL"
Based on "Dante's Inferno"
Smoking in the Balcony
On the marquee of a neighborhood house in the Bronx:
"ROAD TO HELL"
For Women Only

Significance Of Patent Pool Trade Topic

Speculation was rife in the trade yesterday over potential outcome and significance of reports from Washington that General Electric, Radio Corporation of America, Westinghouse Electric and Manufacturing Co., American Telegraph and Telephone Company and other companies have

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Love Dialogue in the Open Annoys Bronx

That nuisance law passed last year through the efforts of the health department has become a nuisance to New York exhibitors. Neighbors in the vicinity of the Daly, Bronx, have protested the sound reproduction emanating from the open air roof of that theatre, with the result that a case now is pending against Manhat-

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Majority Holders to Fight St. Louis Suits

ST. LOUIS—The majority interests of the St. Louis Amusement Co. and Skouras Brothers Enterprises, Inc., will vigorously oppose the receivership suits that have been filed against

(*Continued on page 4*)

Endorsed

CONVERSATION promises in future dealings with exhibitors are on the slaughtering block. From now on, distributors will insist that whatever deals their salesmen make shall be set down in writing, for all and sundry to read. In other words, it's going to be unpleasant in the future for unscrupulous salesmen and unscrupulous showmen alike.

Which is exactly as it should be. It is good form and nothing else to reduce to writing exactly what the buyer and the seller agree upon. Side agreements savor of the illegitimate and simply don't belong in orderly commercial transactions.

KANN

Unions Renew Relief As Chi Houses Close

CHICAGO—Additional closings of Chicago theatres planned for this week and next have paved the way for further concessions from locals of the theatrical unions here. Operators and electricals granted Chicago exhibitors one free week during June, but the temporary relief afforded from this source did not offer enough relief to exhibitors to forestall further closings. Twenty more theatres are sched-

(*Continued on page 4*)

"Pay Now"

Depression talk apparently hasn't left any telltale marks at Columbia, Consolidated Film Industries, Keith-Albee-Orpheum, Eastman Kodak and Universal where treasurers were busy this week mailing out checks to cover regular quarterly dividend declarations.

Columbia's dividend is 18¾ cents on both the common and preferred. Consolidated paid out 50 cents on each share of its preferred, and K-A-O $1.75 on its seven per cent preferred. Eastman's check per share was $1.25 on the common, $1.50 on the preferred and a pleasant affair in the form of an extra of 75 cents a share on the common. Universal's payment was $2 on the preferred.

And, by way of rounding out the list to exactly half a dozen, the State Theatre of Boston came through with a $2 dividend on its preferred.

All Deals Must Adhere To Written Contract, They Tell Forces

Every salesman in the United States either has received, or will receive, instructions from his sales manager, sitting in New York, that the terms of contracts for film service must be made in writing and that verbal or "side" agreements with exhibitors are out.

The step comes as a voluntary move on the part of the national distribution heads and is designed to aid the Copyright Protection Bureau in its self-styled educative campaign to eliminate three of the evils that are rampant in the buying-and-selling machinery of the industry today. These are:

1—Bicycling.
2—Unauthorized hold-overs.
3—Fraudulent returns on perecentage engagements.

The sales managers are informing

(*Continued on page 8*)

Seeking Holdover Evidence in Tampa

TAMPA—Joseph L. Stein, representative of the Copyright Protection Bureau, New York, has been here investigating claims of "hold over."

"BUY RIGHT—BUT BUY NOW"

Zukor Decorated By Second Country

Adolph Zukor was decorated for the second time in two weeks by a foreign government yesterday when representatives of the Portuguese government officially presented the Grand Cross of the Order of Santiago, one of the highest at the command of that

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Three in Brooklyn For Brill, Kutinsky

Sol Brill and Morris Kutinsky are reported to have taken over the three Brooklyn houses operated by Henry Seigel. The theatres, the Park, Ritz and Berkshire, were recently taken over from Fox by Seigel. Brill and

(*Continued on page 4*)

No Paper Tomorrow

MOTION PICTURE DAILY will not publish on Independence Day, July 4.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 3, 1931 No. 29

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.
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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.
Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Purely Personal

MAJOR EDWARD BOWES, A. C. Blumenthal, M. H. Aylesworth and David Sarnoff are members of Mayor Walker's committee to welcome Round-the-World-Flyers Post and Gatty.

LOUIS KUTINSKY gets back from Pittsburgh this week after closing several RKO deals in that territory. He's one of the four Kutinskys in the business. The surprise is that they are all relatives.

J. W. RYAN, manager of Fox's Albany exchange, is in town for a few days talking with circuit buyers. He took in the Roxy yesterday just for the fun of looking at a Fox picture.

LULU SCHWARTZ of Progressive Pictures last week lost his mother. His father, Jack, is affiliated with Manhattan Playhouses.

JACK PEARLY, Paramount New Jersey exchange booker has gone and done it. Married, you dope.

GEORGE BEATTIE, ad sales manager of the Paramount, Philadelphia, has been promoted to salesman in the same exchange. He started with the company in 1926.

NATHAN BURKAN leaves for the other side next Monday. Just a periodical trip for the eminent counsel.

DAVE LUSTIG of Manhattan Playhouses doesn't mind the heat. He's way up on the 11th floor to be bothered with such an airy subject.

AL SUCHMAN, booker for Consolidated Amusements' 15 theatres, leaves today for Stamford, N. Y., for a week-end vacation.

JOE SEIDER had a hearty giggle yesterday, laughing off reports that Warners were dickering to take over his 31 theatres.

JOE BRANDT pulled a symphony in white role yesterday as he strolled down Seventh Avenue.



Si Seadler for that M-G-M insert wherein he dusted off box-office records.

F.N. of England Wins Morris Drive Trophy

The International Sam E. Morris Month contest held by Warner-First National abroad has been won by First National of England. The contest lasted five weeks and was the most exciting of all the foreign contests held by the picture producing companies. It was also the most successful, First National having been compelled to exceed its quota in order to win. The Paris office, in charge of Robert Schless, won second prize for France and third prize went to Japan, where the Warner-First National interests are looked after by Horace Clarke. Warner Bros. of England, was next in line, the four leaders being bunched at the close. The prize, a silver cup, was won last year by Warner Bros. of England.

In the Bobby Jones contract contest, Hiram D. Parks of Memphis won first prize—a set of gold clubs presented by Bobby himself.

"BUY RIGHT—BUT BUY NOW"

Mike Wants Good Ones

Mike Manos, owner of the Manos, Grand and Strand Theatres in Greensburg, Pa., was a visitor at the Warner booking offices yesterday. When asked about business in his territory Manos said it was all a question of product.

"Give me box-office pictures and there will be no howl on business," he said. "This is a fine time to look for the good stuff and that's why I'm here."

"BUY RIGHT—BUT BUY NOW"

Mascot Serial in Roxy

"The Vanishing Legion," Mascot's first serial of the current season, will have its world premier at the Roxy on July 4. The first episode will be released generally throughout the country the following week, showing leading theatres of the Fox, Warner and Loew circuits.

"BUY RIGHT—BUT BUY NOW"

York on Tour

HOLLYWOOD—Gabe York, publicity and advertising head for Fox West Coast, is on a swing around the circuit.

5 Issues Jump $46,269,492 in Value

Paper value of the stocks of five major picture companies showed a gain of $46,269,492 in June, according to statistics compiled by the *New York Times* and published yesterday. The stocks are Fox Film "A," Loew's, Paramount, RKO "A" and Warners.

The average net gain in points of this group was 3.950 for the month as compared with a gain of 1.527 points for 14 chain store stocks; 3.592 points for 14 copper stocks; 2.425 points for 10 department store issues; 1.406 points for four leather stocks; 3.708 points for three mail order house stocks; 2.400 for 14 motor stocks; 3.196 points for seven motor equipment issues; 2.511 points for 22 oils; 3.750 points for eight railroad equipment stocks; 2.835 points for six rubber stocks; 1.917 points for nine sugar stocks and 3.464 points for 14 tobacco issues.

Groups that showed greater fractional gains than amusement issues were nine building stocks with a rise of 4.153 points; four business equipment issues with gain of 6.625 points; nine chemicals with 6.458 points; 29 public utilities with 5.315 points; 25 railroads with 9.055 points; 13 steels with 5.529 points.

The standing of the film group at the end of June was as follows:

	June 28, 1931. Shares Listed	*Closing May, 1931*	*June, 1931*	*Net Ch'ge.*	*Increase*	*Decrease*
Fox Film Corp., Cl. "A"	2,425,660	15	19⅝	+ 4⅝	$11,218,678	.....
Loew's Inc.	1,462,684	38⅜	45¼	+ 6⅞	10,055,952	.....
Paramount-Publix	3,232,769	22⅛	26⅛	+ 4	12,931,076	.....
Radio-Keith-Orpheum, "A"	2,378,406	12⅜	15¼	+ 2⅞	6,837,917	.....
Warner Bros. Pictures	3,800,632	6½	7⅞	+ 1⅜	5,225,869	.....
Total					$46,269,492	

The June gain in value of $46,269,492 compares with a loss of $71,720,861 in May; a loss of $113,972,433 in April; a loss of $35,109,110 in March and a gain of $34,602,923 in February of this year.

Stock List Irregular; E. K. Off 1½

	High	*Low*	*Close*	*Net Change*	*Sales*
Consolidated Film Industries	7½	7⅛	7½	+ ¼	400
Consolidated Film Industries pfd.	14	14	14	— ½	100
Eastman Kodak	151½	149	149	—1½	1,300
Fox Film "A"	20½	19⅞	19⅞	— ⅜	2,800
General Theatre Equipment new	4¾	4½	4½	— ¼	500
Loew's, Inc.	47¼	45⅜	45¾	— ⅜	4,300
Loew's, Inc., pfd.	88	87¾	87¾	+ ¼	500
Paramount Publix	27	26⅛	26¾	+ ⅛	3,700
Pathe Exchange	1⅞	1⅝	1⅝	+ ⅛	4,300
Pathe Exchange "A"	6½	5¾	6⅛	+ ⅜	6,000
RKO	16⅜	15½	15⅞	+ ⅛	12,900
Warner Bros.	8½	8	8	— ⅛	5,100

Curb Issues Also Spotty

	High	*Low*	*Close*	*Net Change*	*Sales*
Fox Theatres "A"	3⅛	3⅛	3⅛	— ⅛	100
General Theatre Equipment pfd.	9	9	9	.....	300
Sentry Safety Control	1¼	1¼	1¼	.....	100
Technicolor	6½	6½	6½	+ ¼	100
Trans Lux	6¼	6	6	.....	800

Bonds Advance; Loew's Gains 1

	High	*Low*	*Close*	*Net Change*	*Sales*
General Theatre Equipment 6s '40	39½	39	39½	+ ½	3
Loew's 6s '41 ex war	98	97	98	+1	3
Paramount Broadway 5½s '51	101½	101⅛	101½	— ½	8
Paramount F. L. 6s '47	89	89	89	+ ½	2
Paramount Publix 5½s, '50	81	81	81	.....	2
Pathe 7s '37 ww	90⅞	89	89½	+ ¼	4
Warner Bros. 6s '39 wd	40¾	39½	39½	—1	...

Dedicate Fanchon And Marco Studio

HOLLYWOOD—A new studio was dedicated here—and it wasn't a movie one, although devoted to producing entertainment for de luxe movie houses. It was the new Fanchon and Marco studio on Sunset Boulevard, where stage revues for the larger picture houses spotted all over the country, inclusive of the Fox Theatre, Brooklyn, and Academy of Music and Audubon, Manhattan, are made.

Fanchon and Marco supervise the stage presentations at the Roxy, but the latter are produced right at that theatre. The dedication was attended by leading executives of the film colony and Governor James D. Rolph made a special trip from San Francisco to make the dedicatory speech.

"BUY RIGHT—BUT BUY NOW"

Central Park Theatre Reverts to Shuberts

Leo Brecher will not reopen the Central Park, having turned the house back to the Shuberts in accordance with a provision in his contract to that effect. William Raynor, manager of the house, may be shunted to another Brecher post.

"BUY RIGHT—BUT BUY NOW"

Hersholt in New York

Jean Hersholt, who is now acting as chairman of the Danish Olympic Games Committee, arrived in New York yesterday from Washington, where he has been conferring with the ambassador from Denmark in regard to plans for the 1932 Los Angeles Olympic games. Hersholt will spend about a week in New York before returning to the Coast.

"BUY RIGHT—BUT BUY NOW"

New Fox Contracts

HOLLYWOOD — New contracts have been signed by Fox with the following:

Janet Gaynor, Elissa Landi, Greta Nissen, Rosalie Roy, Hardie Albright, J. M. Kerrigan, El Brendel, Thomas Meighan and Juan Torena, players.

David Butler, Hamilton McFadden and Alfred Werker, directors.

S. N. Behrman, writer.

"BUY RIGHT—BUT BUY NOW"

Freund to Direct

HOLLYWOOD — Karl Freund, noted German cameraman, is to forego the camera in favor of direction.

"BUY RIGHT—BUT BUY NOW"

Johnson Quits

HOLLYWOOD—Julian Johnson, associate producer at Paramount, has resigned.

"BUY RIGHT—BUT BUY NOW"

Wire Goldwyn's Home

HOLLYWOOD—Samuel Goldwyn has contracted for an RCA Photophone reproducer for his Santa Monica Beach home.

Two Records!

POST AND GATTY

FLIGHT AROUND THE WORLD IN

LESS THAN 9 DAYS!

●

PARAMOUNT SOUND NEWS

Rushes air mail to all subscribers, at no extra cost, complete story of POST-GATTY ARRIVAL IN NEW YORK, and flight highlights, all in

LESS THAN 9 HOURS

after finish of record world dash!

Significance Of Patent Pool Trade Topic

(Continued from page 1)

been discussing with the government possibility of pooling their radio patents.

The government and the companies, which are defendants in an anti-trust suit, are negotiating a proposal to create a pool whereby use of their patents in radio and allied fields would open to the public generally upon fair and reasonable terms to be fixed by independent trustees.

After the war, General Electric and A. T. and T. pooled a large number of patents, included in which are understood to be basic inventions that figure in talking pictures. It is the future of this patent pool that is now being discussed in Washington.

"BUY RIGHT—BUT BUY NOW"

Zukor Decorated By Second Country

(Continued from page 1)

government, in appreciation of Paramount's presentation of the Portuguese talking picture, "A Canção do Berço."

The presentation was made by Dr. Joãs de Deus Ramos, consul of Portugal, assisted by J. Saavedra de Figueiredo, vice consul, in company with Sebastião Sampaio, consul general of Brazil. The Portuguese decoration follows closely the presentation of the decoration of Commander in the Hungarian Order of Merit, awarded by Admiral Horthy, regent of Hungary.

"BUY RIGHT—BUT BUY NOW"

Three in Brooklyn For Brill, Kutinsky

(Continued from page 1)

Kutinsky now operate the Inwood at Forest Hills. Efforts to reach Brill or Kutinsky at the Inwood proved unavailing yesterday.

Seigel to Enter Indie Production

With sale of this trio of Brooklyn houses to Sol Brill and Morris Kutinsky, Henry Seigel plans to enter the independent production field. Whether he will produce in the east or on the Coast has not yet been decided.

"BUY RIGHT—BUT BUY NOW"

No Changes at Fox

The executive personnel of Fox Film remains unchanged for the next year. The officers are:

HARLEY L. CLARKE..President
WINFIELD SHEEHAN..Vice-President-General Manager
W. C. MICHEL.....Vice-President and Treasurer
S. R. BURNS.....Vice-President and Secretary
JAMES R. GRAINGER..Vice-President in Charge of Sales
GLENN GRISWOLD....Vice-President
SYDNEY TOWELL.....Comptroller
W. S. BELL.. .....Assistant Treasurer
FELIX A. JENKINS..Assistant Secretary
J. J. KITSON.....Assistant Secretary
F. R. STOECKEL.....Assistant Secretary

"BUY RIGHT—BUT BUY NOW"

Little, Baltimore, Closes

BALTIMORE—The Little Theatre has closed for the season. A number of foreign pictures have already been booked when the house reopens in September.

Looking 'Em Over

"The Sheriff's Secret"

(States Rights)

The producers have taken quite a bit of movie license in making this western because of the baby angle. But, notwithstanding, it provides about an hour's entertainment. Riding on horseback with a six-months-old infant, showing her walking railroad tracks and then talking to her as though she knew what it was all about is stretching the imagination to the extreme.

A bandit stranger walks off with a baby orphan at an infant show and also takes the first prize for her, which brings on the wrath of the sheriff. The bandit reveals his past and the hunt begins for the reward. The heroine is brought into the plot because of the necessity of a woman's care in bringing up the child adopted by the hero. The bandit, it is revealed, has returned the money to the original owners and is cleared, but why he is arrested at the fadeout is hard to conceive. Jack Perrin is the bandit hero, Bill Franey provides the comedy and J. P. Hogan wrote and directed.

Short Subjects

"Younger Years"

(RKO Pathe)

Here's without doubt the best of the Grantland Rice Sportlights. It is not only a prize for juvenile trade but also will hit the family folks for a good share of patronage. It deals entirely with youngsters engaging in different sports, such as swimming, baseball, football, marbles, etc. There's no acting on the part of the children, which makes it all the more real and enjoyable. Running time, 10 minutes.

"BUY RIGHT—BUT BUY NOW"

"Hello Napoleon"

(Universal)

Most of the footage shows four lunatics in an insane asylum giving medical treatment to Lloyd Hamilton, the antics of all being so puerile and lacking in humor that one wonders whoever okayed such a script. Directed by Harry Edwards. Running time, 17 minutes.

"BUY RIGHT—BUT BUY NOW"

"Pale Face Pup"

(RKO Pathe)

Aesop Fables has its own ideas about Indians. In this number we find them talking Yiddish and doing the Charleston, accompanied by their papooses and tom-tom music. Then there is the story of the little weaver and the lover cowboy, who has to vanquish the entire outfit before he can declare the girl as his. The accompanying instrumental numbers enhance the picture immeasurably. Running time, 9 minutes.

"BUY RIGHT—BUT BUY NOW"

"Strange As It Seems, No. 10"

(Universal)

Many interesting oddities are contained in this number, the outstanding feature showing an Hawaiian catching and eating an octopus. Will appeal to all types of theatregoers. Running time, 10 minutes.

"June First"

(RKO Pathe)

June MacCloy, flaxen-haired and good-looking, has a load of personality. On the screen she uses it to her advantage to fleece admirers of jewelry by telling them she will marry each on June 1. She collects the tokens as a means of getting cash for a contemplated trip to Europe with her two girl friends. Her plan nearly falls through when she is nabbed for speeding on her way to the boat. Before she is through with the coppers there's another date set for a marriage, which is just another way of getting out of the jam. Marion Shilling, Gertrude Short, Jimmie Finlayson, Harry Holman and Marshall Ruth round out the cast. Running time, 20 minutes.

"BUY RIGHT—BUT BUY NOW"

"North Woods"

(Universal)

This Oswald cartoon is entirely lacking in originality and will elicit no cheers from audiences. Oswald is a Northwest Mountie and in trying to get his man runs up and down the landscape. Running time, 6 minutes.

"BUY RIGHT—BUT BUY NOW"

Pollak to Sell Only When 3 Are Finished

Reversing the usual procedure in selling, Adolph Pollak will not start peddling any of his 20 pictures until the first three are ready for screening. Pollak yesterday told MOTION PICTURE DAILY that he "was not going to sell conversation, but something definite" and that exhibitors will have a chance to look at his first pictures before signing contracts.

With "Salvage" and "Love Bound" going into production next at the Tec Art studios in Hollywood, Pollak expects to leave for the Coast in about ten days to watch the process. Jesse Goldberg is supervising eight of the 20, while Al Mannon will be in charge of the rest.

The policy of not selling to exhibitors before the first three are completed also applies to states rights distributors seeking territorial rights, Pollak said.

"BUY RIGHT—BUT BUY NOW"

Paramount Dropping 'Graft' from Schedule

Although announced in its prospectus as one of the coming season's pictures, Paramount has withdrawn "Graft," from the novel "The Glass Key," from its 1931-32 list. Universal is making a picture under the same title. Gary Cooper was to have appeared in the Paramount picture.

"BUY RIGHT—BUT BUY NOW"

Standard to Release Monograms in Ohio

CLEVELAND—Monogram Pictures will be distributed by Standard Film Service Co. through its four offices in Cleveland, Pittsburgh, Cincinnati and Detroit.

"BUY RIGHT—BUT BUY NOW"

Color in Pictorial

Beginning with the first issue of Paramount Pictorial for 1931-32, one Technicolor sequence will be used in every issue.

Chi Unions to Renew Relief; More Closing

(Continued from page 1)

uled to close here Sunday night, bringing the total of summer closings in the city to well over one hundred theatres.

Faced with extensive layoffs in all sections of the city for two months beginning next week, the theatrical unions here are reported to be considering additional concessions to aid theatres remaining open. It is understood that an exhibitor representative has broached a plan for continuing the one week salary rebate of union employees through July and August for all theatres remaining open, and the proposition is understood to be under consideration by union officials.

Additional theatre closings scheduled for this week include the Lindy, Plaisance and Forest theatres, owned by Jack Miller, president of the Exhibitors' Association of Chicago; Warner Bros.' Symphony and Shakespeare theatres; the Garden, Indiana Harbor, and the Avalon, in addition to numerous other neighborhood houses.

"BUY RIGHT—BUT BUY NOW"

Love Dialogue in the Open Annoys Bronx

(Continued from page 1)

tan playhouses, operators of the house, in the Magistrate's court.

Residents assert that the sound from the theatre is a nuisance in accordance with the law. The case comes up before Magistrate Harris next Wednesday with the Burkan office representing the defendant.

About 40 theatres in New York will be affected by the decision, Charles L. O'Reilly, president of the Theatre Owners Chamber of Commerce, states. He does not believe that the law when passed was meant to include theatres with open air roof gardens.

"BUY RIGHT—BUT BUY NOW"

Majority Holders to Fight St. Louis Suit

(Continued from page 1)

the concern by a few minority stockholders in the St. Louis Circuit Court. Samuel B. Jeffries of the law firm of Jeffries, Simmons & Plummer, local attorney for Warners, has denied that there is any basis for the suits, and he stated that the administration of Warners has been efficient.

On June 30 the suit filed against the St. Louis Amusement Co. by Jack Shea and his sister, Katie Shea, owners of 85 shares of Class A stock, was continued to July 14 after the defendants had been granted a change of venue from Circuit Judge Moses N. Hartmann's court to Judge Rosskopf. It was charged that Judge Hartmann was prejudiced against the defendants.

Six other minority stockholders, owners in all of 825 shares of stock in the St. Louis Amusement Co., have intervened in support of the Shea's suit.



NEW SHOWS! NEW IDEAS! BACKED BY DYNAMIC GOLDEN ERA AD CAMPAIGNS. PROSPERITY ATTRACTIONS BURSTING WITH B. O. VALUES . . .

RKO-RADIO STEPS JAUNTILY UP TO OLD DAVIL DEPRESSION AND WHACKS HIM FLUSH ON HIS STUBBLED CHIN!

COMING SOON!

ANOTHER TITAN NATIONAL AD CAMPAIGN FOR PAUL SLOAN'S BOUNCING CLICKER "TRAVELING HUSBANDS". . . BIG COPY IN EVERY IMPORTANT DAILY PAPER WILL FOLLOW PRELIMINARY TRADE-PAPER WARM-UP . . .

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WATERLOO BRIDGE

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on Universal's greatest lineup in 21 years of production... and now comes

HEAVEN ON EARTH

Ben Lucian Burman's prize novel of romance in the Mississippi flood area that bids fair to rival "SEVENTH HEAVEN" of blessed box-office memory, starring the idol of the screen and supported by ANITA LOUISE, Harry Beresford, Charles Grapewin and others . . . Directed by

RUSSELL MACK

Ride with

UNIVERSAL

and you ride with a winner



NUMBER TWO
UNIVERSAL'S greatest line-up!

LEW AYRES
"HEAVEN ON EARTH"

Presented by
Carl Laemmle

Produced by
Carl Laemmle, Jr.



Ohio M.P.T.O. Favors "Buy Now" Policy

(Continued from page 1)

tor is no more entitled to ask prohibitively high prices than the exhibitor is to offer unreasonably low prices.

"This has always been the difficulty at the beginning of every selling season, and we will never get away from it unless both seller and buyer can have more confidence in each other."

"BUY RIGHT—BUT BUY NOW"

"Movie Memories" Unsponsored, Listed

(Continued from page 1)

managers by Stanley B. Waite, Paramount's short subject sales manager, announcing the new inclusion in the shorts schedule with release set at one a month. The shorts will comprise shots of old motion pictures plus running comment in a humorous vein.

"BUY RIGHT—BUT BUY NOW"

Indian Pioneer Dies

Word has been received by officials of Paramount's foreign department of the death in Calcutta, India, of Rustomji Khursodji Dotivala, managing director of Madan Theatres, Ltd., and well known throughout the East as a film pioneer.

Mr. Rustomji, as he was popularly known, was the first man to introduce pictures into India on a commercial scale. He opened the first picture theatre in Calcutta in 1913; exhibited the first talking film in that country in 1919 and last year brought out complete apparatus for producing native films. All theatres throughout Madan's Circuit were closed for one day as a mark of respect to the deceased.

All Deals Must Be in Writing

(Continued from page 1)

their men that no excuses will be tolerated. They are stressing as an important point the fact that conditions governing sales are to be included in the written contract and that any other method is out.

"BUY RIGHT—BUT BUY NOW"

Samuelson Calls for Special Jersey Meet

Sidney Samuelson has called a special meeting of Allied Theatre Owners of New Jersey for July 7. Business not taken up at the Atlantic City convention will be discussed.

Original plans for the meeting to follow the Atlantic City get-together called for a boat ride on July 9, but this has been found impracticable. The boat ride date stands.

Topics to be discussed at the special meet will include the cooperative buying plan, protection and the Allied newsreel.

"BUY RIGHT—BUT BUY NOW"

Disney Completes Studio

HOLLYWOOD—Walt Disney, who has just completed a new studio and office building on Hyperion Ave., has installed RCA Photophone equipment in the projection rooms used to review the daily "rushes" and completed

"BUY RIGHT—BUT BUY NOW"

Walsh Directs Elissa

HOLLYWOOD—Raoul Walsh has been assigned to direct "The Yellow Ticket," Elissa Landi's next picture following "Wicked." Walsh recently returned to Hollywood from New York.

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"Legs" Fine in Third Week In Portland

PORTLAND—With continued inclement weather, business has been diverted from the parks and outside attractions directly into the first run houses, registering a slight increase in box-office takes. "Daddy Long Legs" was continued for a third week and above-average receipts were chalked up. "Just a Gigolo" at Paramount bolstered up the F. & M. stage show "Sketches," with midnite matinees drawing well.

Estimated takings for the week ending July 2:

"DADDY LONG LEGS" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 3rd week, 7 days. **Gross:** $6,200. (Average, $5,000.)

"HOT HEIRESS" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,300. (Average for week, $4,000.)

"PARTY HUSBAND" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,800. (Average for week, $4,000.)

"MALTESE FALCON" (Fox)
HAMRICK'S MUSIC BOX—(1,800), 25c, 7 days. **Gross:** $4,200. (Average, $4,000.)

"JUST A GIGOLO" (M-G-M.)
PARAMOUNT—(3,068), 25c-60c, 7 days, F. & M. "Sketches" Idea. **Gross:** $14,000. (Average, $12,000.)

"TRANSGRESSION" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaudeville. **Gross:** $11,200. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Start "Patriotic Week"

"Patriotic Week," proposed by Vice-President Curtis, will start tomorrow and will be generally observed in all RKO cities from coast to coast. This week of celebration, in which the American Legion, city officials, merchants and citizens are co-operating, will be ushered in with tonight's broadcast of the "RKO Theatre of the Air" at 10:30 p. m. New York time, over WEAF and the NBC nationwide network of forty-six stations. This radio salute to America and Americans will be staged aboard the *Leviathan*, flagship of the United States Lines, and in this setting the patriotic holiday program will be rendered by the RKO-lians, augmented to 115 musicians under the leadership of Milton Schwarzwald.

In inspiring this week's activity, the vice-president wrote to Hiram S. Brown:

"Through stage and screen and radio, I would like to see the day set aside to commemorate the signing of the Declaration of Independence extended into a full week of patriotic thanksgiving. I should like to see flags flying all over the nation during this "Patriotic Week."

"BUY RIGHT—BUT BUY NOW"

Laemmle Signs Brown

HOLLYWOOD—Roland Brown was signed to a long-term contract yesterday by Carl Laemmle, Jr. It was Brown's work on "Quick Millions" which brought him to Laemmle's attention.

"BUY RIGHT—BUT BUY NOW"

Riesner Assigned

HOLLYWOOD—Charles Riesner, who directed "The Hollywood Revue," and has just completed Marie Dressler's "Politics," will direct the picturization of the George White musical success, "Flying High." Bert Lahr has been brought out to the M-G-M studios to appear in this picture and A. P. Younger is handling the screen adaption.

"A Free Soul" Day and Date Leaders in L. A.

LOS ANGELES—Excessive heat kept the beaches crowded and the theatres fairly empty. "A Free Soul," playing day and date at the Criterion and Chinese, garnered the best grosses, getting $15,200 at the former and $13,500 at the Chinese, both figures being more than $5,000 above normal. The Warner houses found business light with "Smart Money," as did the Paramount, Loew's State and United Artists.

Estimated takings for the week ending July 1:

"TRADER HORN" (M-G-M)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days, Spanish version. **Gross:** $4,000. (Average, $5,000.)

"REBOUND" (RKO-Pathe)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 2nd week. George Stoll and Band. **Gross:** $6,500. (Average, $12,500.)

"A FREE SOUL" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 7 days. **Gross:** $15,200. (Average, $10,000.)

"A FREE SOUL" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c, 7 days. **Gross:** $13,500. (Average, $8,000.)

"DISHONORED" (Para.)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,800. (Average, $6,500.)

"FIVE AND TEN" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "All At Sea" Idea. **Gross:** $21,000. (Average, $27,000.)

"TOO YOUNG TO MARRY" (Warners)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show with Leon Errol. Joe Tenner's Band. **Gross:** $11,000. (Average, $16,000.)

"SEED" (Univ.)
ORPHEUM—(2,750), 35c-65c, 7 days, 3rd week. **Gross:** $7,000. (Average, $16,000.)

"STRANGERS MAY KISS" (M-G-M)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Vaude" Idea. **Gross:** $13,000. (Average, $15,000.)

"CONFESSIONS OF A CO-ED" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage revue. **Gross:** $13,500. (Average, $25,000.)

"JUST A GIGOLO" (M-G-M)
RKO—(2,700), 35c-65c, 7 days. Vaudeville. **Gross:** $14,000. (Average, $15,000.)

"INDISCREET" (U. A.)
UNITED ARTISTS—(2,100), 35c-65c, 3rd week. **Gross:** $7,000. (Average, $13,500.)

"SMART MONEY" (Warners)
WARNER DOWNTOWN—(2,400), 7 days, 2nd week, 35c-50c. **Gross:** $8,200. (Average, $15,000.)

"SMART MONEY" (Warners)
WARNER BROS. HOLLYWOOD—(3,000), 7 days, 2nd week, 35c-50c. **Gross:** $8,500. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

Orchestra, Vaudeville Dropped in Winnipeg

WINNIPEG—Both vaudeville and the house orchestra have been discontinued at the RKO Capitol and the policy in future will be pictures exclusively, according to Manager H. M. Thomas. The Capitol was the last stronghold of stage presentations in Winnipeg.

"BUY RIGHT—BUT BUY NOW"

Clarke Set on Hobby

The Chicago Civic Shakespeare Society will start its season in Chicago in September and will play four weeks or more in New York. Harley L. Clarke, president of Fox, is president of the society, which is a hobby with him.

"BUY RIGHT—BUT BUY NOW"

No Legit for Ann

HOLLYWOOD—Denial of rumors that Ann Harding will return to the stage has been made by RKO Pathe officials, who declare that the star's three-year contract gives them exclusive rights to her services. She is now working on "Devotion."





CONGRATULATIONS CHARLES R. ROGERS

You've given me something to crow about with these two smash hits!

INA CLAIRE
REBOUND

A CHARLES R. ROGERS PRODUCTION

drawing the mobs, now!

FOX CARTHAY CIRCLE L. A.

EDDIE QUILLAN
SWEEPSTAKES

A CHARLES R. ROGERS PRODUCTION

held over for 2nd week!

RKO MAYFAIR N. Y. C.

RKO PATHÉ

THE OLD FIGHTIN' COCK — SHOWMAN'S TOAST FROM COAST TO COAST!



This advertisement is the second of a series on success in the picture industry.

a victor over adversity

MR. HARRY M. WARNER *is one of the braver few of the industry of the motion picture. He has had all the kinds of breaks there are and a lot of them have been bad. If he could have been defeated he would have vanished from the sight of the screen world by* 1915, *before "My Four Years in Germany," before "Schooldays"—and there would be no Warners-First National institution of today. Down all the years from the little nickelodeon at Greencastle in Ohio, nearly three decades in the past, he has had an abiding faith in this industry, his industry and its tomorrow. He has consistently sold himself and the industry. He never quits.*

"unlimited resources and opportunities"

From the merry state of Maryland, famed for fried chicken, terrapin, good living and a cheerful view of a good world, come plain but pleasant words about the state of the nation and the outlook for business. Governor Albert C. Ritchie, in the course of an address in New York the other night, offered some observations, obvious enough but also obviously somewhat overlooked in some of the fogs of pessimism and hysteria that have been drifting across the motion picture horizon.

"Here," said Governor Ritchie, "is a nation of 120,000,000 people. They have an infinity of wants and desires. They are willing to labor, to buy and to sell. They are filled with the spirit of courage, initiative and enterprise. They are determined to maintain high standards of life and to raise these standards higher. They live in a land of unlimited resources and opportunities. . . . He must have little faith and little vision indeed who does not foresee a prosperity and contentment even greater than before. . . ."

This prospering people has by its patronage created the great prospering institution of the motion picture. They will maintain it and keep it flourishing, if the makers of pictures, the distributors of pictures and the exhibitors of pictures will but strive to keep them sold. The problem is selling, selling, selling. Because we live by the consumer who in consuming must buy and buy and buy. What he will buy will be what is best sold. The pictures are just as good as they ever were, and probably the average is better. The job is still to buy and sell. The man who waits to do business in this business will still be waiting after the business is done.

COLVIN BROWN
General Manager
Quigley Publications

MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

THE SCREEN'S GREATEST SERIAL
AT THE SCREENS GREATEST THEATRE!

NAT LEVINE
presents

The VANISHING LEGION

WITH

HARRY CAREY & EDWINA BOOTH

At

THE ROXY

NEW YORK

OPENING JULY FOURTH

It's a
MASCOT MASTER SERIAL

MASCOT PICTURES Corp.
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FOREIGN DISTRIBUTOR J.H.HOFFBERG Co. Inc. 1650 BROADWAY N.Y. Cable Address Berghoff

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 30 NEW YORK, MONDAY, JULY 6, 1931 TEN CENTS

Reichenbach, Publicity Ace, Buried Today

Dies at 49 After Eight Months' Illness

Funeral services will be held at 2 o'clock today at Temple Emanu-El, 1 East 65th Street, for Harry L. Reichenbach, who died from cancer at the Doctors' Hospital in New York at 12:15 Friday afternoon. Dr. Nathan Krass will officiate and among the honorary pallbearers will be: Grover Whalen, Mayor James J. Walker, A. C. Blumenthal, Sydney Solomon, Sime Silverman, Robert Lehman, Jesse L. Lasky, Harry Hershfield, Robert H. Cochrane, J. Robert Rubin, A. H. Kohler, Walter Wanger, Lee Ochs, William Walsh, Al Lichtman, Joe Brandt, David Freedman, Jack Alicoate and James Ridder.



Harry L. Reichenbach

The end was expected. Reichenbach, one of the most colorful figures in the business, press agent extraor-

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Fox Theatres Sign For W.B.-F.N. List

Further strides in the "Buy Right —But Buy Now" campaign have been made with another big deal just signed. Gradwell Sears of Warner-First National has concluded negotiations with Jack Sullivan of Fox Theatres whereby the Warner-First National 1931-32 product will play in

(*Continued on page 2*)

Butterfield Circuit Buys Radio Lineup

The entire Butterfield Circuit, operating through the state of Michigan, has closed for Radio Pictures' 1931-1932 product. The deal was closed in Detroit, with Eastern Sales Manager Jerry Safron acting for Radio Pictures and Ed Beatty, general manager of the Butterfield circuit, for that organization. Around 75 houses are included in the deal.

Salute!

HARRY REICHENBACH has passed into the headlines he so often obtained for others.

A good deal of the glamour of this business fades in Reichenbach's death. There was a colorful aura about Harry. For years he had been an industry personality. He never had affixed to his name high-sounding titles. He was, in fact, a press agent—a mere press agent, if you like, yet more widely known and more affectionately regarded than perhaps his mundane estate would indicate possible.

Harry was known along the industry's highways and in its by-lanes for his rapier-like wit, his unfailing sense of humor. Even in the final days of a harrowing illness, this nimbleness of mind refused to be dimmed.

He was well steeped in the tenets of friendship and clung to them staunchly. Passing years and changing conditions made no difference to Reichenbach when he called a man his friend. Great personal charm was his and understanding too.

Yet, at forty-nine he is gone. That, truly, is something to be regretted.

KANN

Publix Seeks Fla. Deal With Sparks

ATLANTA—On the heels of the impending deal with Robert Wilby to take over management and a half interest of its 100 per cent owned theatres in North Carolina comes another. This is with E. J. Sparks, who is active in circuit operation in Florida.

It is understood Publix is talking to Sparks to take over its houses in all Florida towns except West Palm Beach and Miami on a fifty-fifty

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Epics Schedule 12 Features, 88 Shorts

Twelve features and 88 shorts will comprise the 1931-32 line-up of Talking Picture Epics, the company announces.

Included are three Ufa English version talkers, "The White Devil," "The Last Company" and "The Immortal Vagabond." Lil Dagover appears in "The White Devil," produced by Ufa from a Tolstoi novel at a

(*Continued on page 4*)

DEADLOCK ON CITY SALES IN CHICAGO

Demands of Circuits for Concessions Hold Up New Season

Chicago—While buying circuits are making demands on exchanges for reductions in rentals, country theatres served out of the Windy City are going ahead on new season buys without delay.

CHICAGO—Selling is making little progress, a canvass of local distributors reveals.

The greatest obstacle to city sales, according to exchange opinion, is the attitude of buying circuits which, in their fight for existence here, are making exorbitant demands of exchanges in their buying negotiations.

The circuits' demands include not only substantial rental reductions, as compared with last year's rentals, but also involve increased protection for their member theatres. The growth of buying circuits here in the past

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Authors Kick; Publishers to Drop Cut Idea

With opposition from the Authors League of America and the National Association of American Book Publishers, book publishers have dropped plans for including into contracts with new authors a clause for a percentage of picture rights. Publishers, while dropping the plan for a uniform contract with authors, did not state, however, that the percentage agreement would be entirely eliminated in the future. One publisher in particular is planning to provide for movie cuts in contracts with new authors, it is said.

The reason given by the league for

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Horwitz Move Cuts Dual Feature Use

CLEVELAND—Following the local trend to discontinue the general use of double feature programs, M. B. Horwitz, general manager of the Washington circuit, has entered into an arrangement with his competitors whereby, in houses of three changes a week, only one of the changes will include the double feature policy. Single features will prevail during the other two changes. This is the first move on the part of local exhibitors to put a stop to this practice.

"BUY RIGHT—BUT BUY NOW"

Pathe Reports $73,999 Loss for 13 1-3 Weeks

Loss of $73,999.16 for the 13 1/3 weeks ended May 2 is reported by Pathe Exchanges, Inc., and is based on the application of certain profits to reduction of ledger value of assets involved, the company states. For the 4 2/3 weeks ended January 29, on which date, the report states, "certain properties and parts of the business were sold to RKO Corporation," a profit of $36,941 after interest and amortization was recorded.

"BUY RIGHT—BUT BUY NOW"

Expect White Report Soon; To Be Tame?

OTTAWA—The Dominion government finally has issued an official intimation that a statement would be

(*Continued on page 2*)

To Fire Salesmen For Verbal Pacts

When new regulations promulgated by sales managers and banning verbal and "side" agreements become effective, summary action will be taken if violations are discovered.

Immediate dismissal for offenders is in the air for salesmen who attempt to sidestep the new order.

"BUY RIGHT—BUT BUY NOW"

Gallup Resigns U. A. Post; Horne Succeeds

Bruce Gallup, for several years director of publicity and advertising for United Artists, has resigned. Hal Horne, long identified with theatre exploitation in the Northwest and recently brought into New York by U. A., succeeds Gallup.

"BUY RIGHT—BUT BUY NOW"

U. K. Booking Plan Again Is Trade Topic

LONDON — The British trade is curious to know what the ultimate outcome will be of a plan suggested at the recent Brighton convention of the Cinematograph Exhibitors Ass'n for revival of a booking office to purchase films for its members.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 6, 1931 No. 30

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: Circle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Expect White Report On Industry Soon

(*Continued from page* 1)

forthcoming on or about July 8 regarding the picture business in Canada based on the interim report of Commissioner Peter White on the probe into the industry under the Combines Act. This report was in the hands of the government in May, but no action was taken.

As forecast in MOTION PICTURE DAILY, the government officials have now classed the White document as an "interim report," thereby getting around the law which compels the Federal government to table the report of an investigation in the House of Commons within two weeks of receipt.

Because of this attitude on the part of the government, it is not expected that the White findings will be drastic or comprehensive.

"BUY RIGHT—BUT BUY NOW"

Fox Theatres Sign For W. B.-F. N. List

(*Continued from page* 1)

Fox West Coast and Midwesco theatres, totaling between 400 and 500 houses.

Other contracts received by the Warners include: Golden State Theatres for the entire Warners-First National product at the Broadway, Capitol, Diamond, Palace, New Fruitvale, Fairfax, Golden State, Granada and Lincoln Theatres, Oakland; the Verdi, Milano, Daly, Parkside, Irving, Excelsior, Riviera, Uptown and Haight Theatres in San Francisco, and the Victory in San Jose. Contracts for the balance of the Golden State Theatres are to follow.

Contracts for the entire Warner-First National product have been received from the Fishman circuit, operating a chain of theatres in Connecticut.

"BUY RIGHT—BUT BUY NOW"

Clark to Coast

Ralph Clark, distribution head for Warner-First National in Australia, left Saturday for the Coast after a month in New York. Before sailing for Sydney he will visit the company's Burbank studios.

Purely Personal

CHARLES MANNING, former Publix musical advisor and conductor at the New York and Brooklyn Paramounts, has succeeded Wilye Stahl as conductor at Shea's Buffalo. After a vacation at Saratoga, it is understood Stahl will enter the radio field.

F. N. PHELPS, city manager for Warners in Cleveland, got 300 office girls to attend a free showing of "Big Business Girl" at 7 A.M. and then bought them coffee and sinkers at a restaurant. (Yep, it got into the newspapers.)

JACK KUHNE, aviation editor of Fox Movietone News, has photographed Niagara Falls from an autogiro, and the shots may or may not be enjoyed by those who honeymooned there.

JOSEPH A. HINDS, former owner of the Victoria in Watertown, N. Y., has become a June bridegroom. The event happened at Baltimore, the bride hailing from Cincinnati.

DR. JOHN G. FRAYNE, consulting engineer in the West Coast recording department of Erpi, has been awarded the grade of Fellow by the American Physical Society.

LAWRENCE WEGNER, manager of the Capitol at Clinton, Ia., has gone and done it, the bride being Evelyn Erickson of Fort Dodge. He met her while managing a house there.

WALTER EBERHARDT leaves the Murray Hill Sanitarium today to spend a week convalescing at home. Then back to Erpi.

LOU RIVERS, formerly assistant manager of the Tabor in Denver, is now holding down a similar post at Loew's State in Los Angeles.

SYD GARRETT misses his side-kick—Milton Cohen—who is out of town. For years they partnered in Inter-Globe Export.

LOU BAUM is in the running for the "Best-Dressed Man" contest at the Motion Picture Club.

PAT GARYN and Mrs. Pat hit these shores again on Saturday. They returned on the *Europa* from their short vacation abroad.

BERT HENSON, publicity director of the Denver Theatre, Denver, is again a father. It's a girl.

MANNIE SHURE has been named manager of the RKO Capitol in Cincinnati.

Six New Ones

Broadway theatres this week house six new pictures. Three of them—"Laughing Sinners," "The Black Camel" and "Broadminded" — were reviewed by MOTION PICTURE DAILY prior to their New York debut. The other three — "Girl Habit," "Mystery of Life" and "Newly Rich"—are covered today.

The line-up:

ASTOR—"A Free Soul" (M-G-M) — reviewed by MOTION PICTURE DAILY April 18.

CAMEO — "Mystery of Life" (Univ.)—reviewed today, page 4

CAPITOL—"Laughing Sinners" (M-G-M)—reviewed May 29.

CENTRAL — "Road to Hell" (Public Welfare) — reviewed June 27.

CRITERION — "The Smiling Lieutenant" (Para.)—reviewed May 22.

HOLLYWOOD — "Chances" (F. N.)—reviewed May 2.

MAYFAIR — "Sweepstakes" (RKO Pathe)—reviewed June 5.

PARAMOUNT—"Girl Habit" (Para.)—reviewed today, page 4

RIVOLI—"Newly Rich" (Para.) —reviewed today, page 4

ROXY—"Black Camel" (Fox) —reviewed May 14.

STRAND — "Broad Minded" (Warners)—reviewed April 2.

WINTER GARDEN — "Smart Money" (Warners) — reviewed editorially June 19.

Entire Market Rallies; E. K. Gains 4¼

(Quotations as of Friday, June 3)

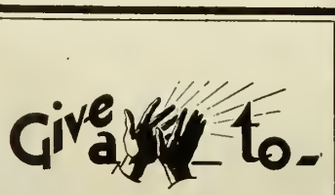
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7⅛	8	+ ½	900
Eastman Kodak	153¾	150	153¼	+4¼	3,000
Fox Film "A"	21¾	20⅛	21	+1⅛	7,300
General Theatre Equipment new	4¾	4½	4⅝	+ ⅛	1,300
Loew's, Inc	47¾	46	46¾	+1	9,400
Loew's, Inc., pfd	90	90	90	+2¼	100
Paramount Publix	28⅛	26⅞	27½	+ ¾	15,700
Pathe Exchange	2⅛	1¾	2	+ ⅜	9,600
Pathe Exchange "A"	8⅜	6¾	8¼	+2⅛	18,000
RKO	16¾	16⅛	16⅝	+ ¾	21,400
Warner Bros.	8⅝	8⅛	8½	+ ½	16,800
Warner Bros. pfd	19¾	19¾	19¾	.....	100

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	12½	12⅓	12½	— ¼	100
Fox Theatres "A"	3⅛	3	3	— ⅛	1,500
General Theatre Equipment pfd	9¼	8⅞	9	.....	1,100
Technicolor	7	7	7	+ ½	200
Trans Lux	6⅛	6	6⅛	+ ⅛	700

Bonds Rally; W. B. Jumps 1½ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	41	39½	41	+1½	17
Loew's 6s '41 ex war	99	98	99	+1	14
Paramount Broadway 5½s '51	101½	101½	101½	.....	2
Paramount Publix 5½s, '50	81¼	81¼	81¼	+ ¼	2
Pathe 7s '37 ww	91	90¼	90¼	+ ¾	14
Warner Bros. 6s '39 wd	41	40	41	+1½	15



Joe Brandt for his very definite stand against salary cuts.

Buyers Deadlock in Chicago; Seek Cuts

(*Continued from page* 1)

year has made competition for member theatres exceptionally keen, and as the major inducements to be offered a prospective circuit member are the advantages which a circuit can obtain from distributors—either in price or protection, or both—new contracts provide an open season for circuit bargaining.

An example of the demands being made by the buying circuits is offered in the propositions being made distributors by the Midwest Theatres circuit. This combine is demanding a full 50 per cent reduction in film rentals this year and, in addition, is asking numerous protection concessions for member theatres.

Exchanges realize that any concession of this kind is later used by the circuits as sales matter to gain additional members, and that the increased membership of the combines is used primarily to obtain still further concessions from distributors. In consequence few exchanges are acceding to the circuits' demands, and a city buying deadlock is the result as numerous unattached theatres are awaiting the outcome in order to determine whether joining a circuit will be more advantageous this year than the former policy of individual buying.

"BUY RIGHT—BUT BUY NOW"

Authors Kick; Cut-In Plan Is Dropped

(*Continued from page* 1)

its opposition is that publishers do not incur enormous expense in printing a book and are not entitled to outside profits of the author. They do admit, however, that stage producers buying books for transition to legitimate production, are entitled to include clauses for percentage of motion picture rights because of the large expenditure undertaken by them in staging the show.

"BUY RIGHT—BUT BUY NOW"

11 German Theatres Playing "All Quiet"

BERLIN—Six theatres here, one in Hanover, three in Hamburg and one in Halle are now showing Universal's "All Quiet on the Western Front." Al Szekler handled the bookings.

"BUY RIGHT—BUT BUY NOW"

Rowson-Paramount Deal

LONDON — "The Officer's Mess," Harry Rowson's first independent picture, will be released by Paramount here.

FIRST AID TO THE BOX-OFFICE

THE FIRST OF ITS KIND







A vivid romantic story of the heroic adventures of an ambulance interne; fresh and original in its treatment; tense and dramatic in plot; absorbing throughout.

With

GRANT WITHERS

Marjorie Beebe

Donald Keith

Wheeler Oakman

Directed by

Stuart Paton

IT'S ONO ART!

WORLD WIDE PICTURES INC.

FIRST AID

ANOTHER

SMASH

THRILL-O-DRAMA

Story By

Michael L. Simmons

Reichenbach, Publicity Ace, Buried Today

(*Continued from page* 1)

dinary and after dinner speaker de luxe, had been ill for eight months. It was following a dinner given to Harry Hershfield, the cartoonist, last October, at which Harry was toastmaster, that Reichenbach's health first began to fail him.

Prominent physicians at the outset disagreed in their diagnoses. Several declared the illness was cancer; others interpreted the ailment as glandular trouble. It was approximately in March of this year when Reichenbach's family learned definitely that cancer was the disease, but it was only in the latter days of Harry's illness that he knew the truth about his condition.

Alternately endeavoring to recuperate at his home and at the Doctors' Hospital, Reichenbach, at least during the final six months of his illness, had passed through a "living hell."

The first cancerous growth, lodged under the breastbone and situated in the one spot where doctors agreed an operation was too dangerous to attempt, was believed to have been removed by radium treatment, the severity of which proved such a tax on Harry's strength that his family was at a loss to understand how he stood them. It was less than ten weeks ago when a slight lump was discovered on one of his shoulders. X-ray treatment then ascertained that the cancer had caught on elsewhere. From that time on, the malignant aspects of the disease asserted themselves rapidly until in the last days of the illness the growth had extended throughout the chest and into the lungs.

In the last four weeks, Reichenbach realized that his affliction was fatal. For two weeks he had been lying in a semi-coma, regaining consciousness only for brief spells.

Reichenbach would have been fifty years old on March 17. He was born at Frostburg, Md., in 1882, the son of Charles and Matilda Bear Reichenbach, and was one of a family of eight children of whom six survive. They are Walter, Leon, Joseph, Howard, Elsie Reichenbach and a sister, Mrs. Lee Haas. Howard Reichenbach is well known in the New York trade through his affiliation with the Prospect Press, printers. His widow, Lucinda Bacon Reichenbach, whom Harry married in Greenwich in 1923, also survives him.

The film industry knows Reichenbach from the early days when Jesse L. Lasky wrote scenarios, Samuel Goldwyn wrote checks and Harry wrote press yarns out of the same inkpot. His business affiliations over the years carried him into the ranks of practically every important company in the industry.

It is said of Reichenbach that he gave Rudolph Valentino his first job. In his experience, he had handled personal publicity for Gloria Swanson, Wallace Reid, Thomas Meighan, Ethel Barrymore, Charlie Chaplin, Pola Negri and others.

Described and, moreover, popularly accepted as the "highest priced press agent in the world," Reichenbach's earnings are reported to have reached as high as $5,000 and $6,000 a week. By turn circus waif, acrobat, spieler, cook for Texas cowboys, manager of an amusement park washed away by the Johnstown flood, and medicine man, he was scholar *cum laude* in the academy of hard knocks. Before he was 17 he had been around the world twice with The Great Raymond for whom he was "fixer" and later press agent. Being "fixer" for a magician meant the delicate job of arranging all details so that the tricks came off without a hitch.

The Reichenbach stunts were legion and almost legendary in the industry. During a printers' strike some years back and not to be daunted when no newspapers were being published, he secured a corps of town criers, put them in traditional costume and let them cry out the news of the day, featuring the announcement of his then-current attraction. He placed a lion in the Belleclaire Hotel to publicize "Tarzan of the Apes."

He procured columns of free publicity by importing eight pseudo-Turks and placing them in a Central Park hotel in their world-wide search of the "Virgin of Stamboul," where they announced $20,000 reward for the whereabouts of the lost daughter of the sheik. He instituted inquiry for loneliness as a cause for divorce in centering public sentiment about a picture called "Lonely."

He changed the name of West 43rd Street into "Dream Street," the name of a film he was then exploiting for D. W. Griffith and aroused country-wide protest against "blue laws" in his campaign for "Outside the Law."

Reichenbach's stunts usually had a joker and were good for a laugh. As a publicity stunt for "Tarzan" when New York life pivoted about the Knickerbocker Hotel, he launched the career of "Prince Charley," a huge ape which capered through the revolving doors of that hostelry one night without a keeper. "Prince Charley" was finally captured on Broadway and brought to the police station, the chase being duly chronicled by all the papers.

Stricken by his fatal illness in the fall, he went to Palm Beach to recover, but he failed rapidly. He was busy to the end, devoting much of his time to working on a biographical book revealing the inside story of people whom he had handled. Simon and Schuster will publish the work in a few weeks.

Interment will take place at Union Fields cemetery, Cypress Hills, L. I.

"BUY RIGHT—BUT BUY NOW"

Looking 'Em Over

"Newly Rich"

(*Paramount*)

Not a "Skippy" by far, but nevertheless a charming picture is "Newly Rich." This pleasant and wholesome yarn of Hollywoodian child stars made a definite hit before a comfortably-filled Rivoli on Friday.

By its chuckles and its laughs, the adult audience indicated that Norman Taurog had done it again. Mitzi Green, infinitely clever trouper, is excellent. We may be haywire, but it was our reaction that Jackie Searl was better here than in "Skippy." Bruce Line, as the boy king, too, put up a fine show. Edna May Oliver, as one of the three mothers in the case, is a panic all unto herself. What a clever comedienne she is! In a part that called for broad characterization, it appeared to us that Louise Fazenda overacted shamefully.

The story concerns the experiences of Mitzi and Jackie, picture stars, in Hollywood and in London where they happen upon high adventure with the boy king who wants to be more boy than king and has his own way for a time.

"Girl Habit"

(*Paramount*)

If you're going to be logical about "Girl Habit," you'll find plenty wrong with the picture. But if you're after laughs, you'll find enough in this Charlie Ruggles starring vehicle to convince you it's nice entertainment. The Paramount theatre audience on Friday seemed to go for it handsomely.

Ruggles, inveterate flirt, finds he can't stop, despite his engagement. His philandering gets him into a load of trouble and a load of bullets—almost. In order to avoid the jealousy of a gang leader who believes Ruggles has been mixed up with his wife, Charlie finally maneuvers himself into jail for protection.

It had possibilities and Director Eddie Cline took advantage of them. Ruggles handles his tomfoolery pleasantly. KANN

"BUY RIGHT—BUT BUY NOW"

"The Mystery of Life"

(*Universal*)

With an explanatory lecture by Clarence Darrow and Dr. H. M. Parshley, professor of Zoology at Smith College, this tale of evoluti begins with the origin of the Universe; the beginning of animal life, and the subsequent off-shoot of man. Practically every phase of living subjects comes in for discussion with actual pictures, charts, miniature shots and mechanically-operated animal scenes included. Throughout the picture are interruptions in which the eminent Darrow and Professor Parshley discuss the subjects shown. Animal life, its classifications and various species are discussed thoroughly. Darrow, in one of the talks, says there are 80,000 varieties of living matter, two-thirds of which are insects. Many microscopic scenes reveal the biological manifestation of the animal and man. In another scene Darrow states that he doesn't believe man is descendent of animal but both are from the same source, as yet unknown. An audience at the Cameo, New York, applauded generously at the conclusion of the lecture. Ufa cooperated in supplying most of the important scenes of the animal, fish, and insect life. It is an enthralling assemblage of facts that is well worth seeing.

Fox May Produce in Australia After All

LONDON—Once denied, it now appears Fox will, after all, produce in Australia. The decision depends upon first-hand information gathered by Clayton P. Sheehan, who visits Sydney shortly.

Fox will also produce quota films in Germany in conjunction with Tobis.

Unions Refuse To Cut; Seattle Theatre Dark

SEATTLE—The Fox Paramount has closed as a result of the unwillingness of union operators, stagehands and musicians to cooperate in the adjustment of operating costs at local Fox West Coast theatres.

Fanchon and Marco stage revues will pass up Seattle, with the Strand in Vancouver substituted. The current outlook does not indicate any possibility of the reopening of the Paramount or the return of stage shows to any other theatre.

"BUY RIGHT—BUT BUY NOW"

Epics Schedule 12 Features, 88 Shorts

(*Continued from page* 1)

reputed cost of $800,000. In addition there will be six special features synchronized with dialogue, music and sound effects. Already set in this division are "Monsters of the Deep," "Hell Below Zero" and "I Kiss Your Little Hand, Madame," starring Marlene Dietrich.

In the shorts line-up will appear:

The Great American Cities Series, produced by Phil Brown, with "Up and Down New York" and "The Heart of a Nation" (Washington) now being released.

Lowell Thomas, radio star and lecturer, will appear in and provide dialogue for a Latin American Series of six travel pictures and a Far East Series of six travel pictures.

Frank D. Ormston will contribute a series of character studies of peoples in remote places, the first two of which are "The Place That Time Forgot" and "Pompeii."

Dr. Raymond L. Ditmars of the New York Zoological Society will continue his series of novelty pictures devoted to strange and unique things in the animal kingdom.

The Wanderlust Series will be made up of selected single reels covering jaunts in interesting places of the world.

Ward Lascelle will contribute a series of six subjects devoted to the Pacific Northwest.

Intimate Interviews with famous screen stars will include a series of 26 recorded visits with some of the best known screen stars in Hollywood.

The Chester "Snooky" monkey comedies will be revived and released by Talking Picture Epics, Inc. These pictures will be fully synchronized with music and sound effects.

"BUY RIGHT—BUT BUY NOW"

Publix Seeks Fla. Deal With Sparks

(*Continued from page* 1)

partnership basis, but with management vested in Sparks.

If the arrangement is closed, it would mean withdrawal of Publix from management in two important Southern states.

"BUY RIGHT—BUT BUY NOW"

Only Theatre Burns

SALINEVILLE, O.—Fire of undetermined origin destroyed the Raubner Opera House, the only theatre in town. Estimated loss is $20,000.

'Black Camel' Leads in Poor Denver Week

DENVER—"The Black Camel" was the city's leader with $9,000 at the Aladdin, or $2,000 above par, but the other Huffman house, the Tabor, hit a new low when "Annabelle's Affairs" brought in only $7,000.

Estimated takings for the week ending July 2 and year-round averages:

"I TAKE THIS WOMAN" (Para.)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco Idea, Fred Schmitt and orchestra. **Gross:** $13,000. (Average, $15,000.)

"THE BLACK CAMEL" (Fox)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $9,000. (Average, $7,000.)

"ANNABELLE'S AFFAIRS" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $10,000.)

"THE VICE SQUAD" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $11,500. (Average, $11,000.)

"BIG BUSINESS GIRL" (F. N.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $2,250. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

"Free Soul" Is Chi Leader as City Swelters

CHICAGO—Loop theatre grosses continue way below average, stage attractions being given the credit for two of the three bright spots. Nicola the Magician kept the Oriental out of the red, and the Paulist Choir draw at the Palace helped "Always Goodbye" considerably. McVickers was prosperous with "A Free Soul," which grossed $33,875 against an average of $28,500.

Blistering heat persisted long enough to make refrigerated theatres a refuge for sweltering crowds and saved the Loop from a worse fate.

Estimated takings for the week ending July 1 and year-round averages:

"THE SECRET SIX" (M-G-M)
ORPHEUM—(665), 35c-50c-75c, 2nd Loop run, 1st week this theatre. **Gross:** $3,695. (Average, $3,200.)

"NIGHT ANGEL" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, final 9 days. **Gross:** $17,180. (Average, $21,650.)

Week Ending July 3:

"LAST PARADE" (Col.)
CASTLE—(299), 40c-60c, 1st week. **Gross:** $3,270. (Average, $3,500.)

"I TAKE THIS WOMAN" (Para.)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days. Publix stage unit with Horace Heidt & Californians. **Gross:** $37,500. (Average, $46,000.)

"A FREE SOUL" (M-G-M)
McVICKERS—(2,284), 35c-50c-75c-85c, 1st week. **Gross:** $33,875. (Average, $28,500.)

"GOLD DUST GERTIE" (Warners)
ORIENTAL—(3,940). 35c-50c-75c-85c, 7 days. Publix stage unit with Nicola the Magician, orchestra. **Gross:** $26,200. (Average $36,500.)

"SMART MONEY" (Warners)
ROOSEVELT—(1,591), 35c-50c-75c-85c, 1st week. **Gross:** $17,225. (Average, $23,200.)

"SWEEPSTAKES" (RKO Pathe)
STATE-LAKE — (2,776), 35c-50c-75c-85c, 1st week. **Gross:** $13,450. (Average, $30,200.)

Week Ending July 4:

"ALWAYS GOODBYE" (Fox)
PALACE —(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville with Paulist Choir. **Gross:** $24,650. (Average, $24,000.)

Stepping Softly

BUFFALO—Shea's Buffalo advertised "Smart Money" as "Not a gang picture," so the trend here, with school out and the kids and their mammas to be pleased, may be guessed.

Gaynor Film Gets $19,500 In Cleveland

CLEVELAND—Enough legs walked into the Allen to give "Daddy Long Legs" a fine gross of $19,500—$1,500 above par. It was during the hottest week of the season, too, and the heat hurt plenty at other houses.

Estimated takings for the week ending July 1 and the year-round averages:

"BIG BUSINESS GIRL" (F. N.)
WARNER'S LAKE — (800), 40c-60c, 7 days. **Gross:** $2,000. (Average, $5,000.)

"I TAKE THIS WOMAN" (Para.)
STATE — (3,400), 30c-60c- 7 days. **Gross:** $15,000. (Average, $20,000.)

"DADDY LONG LEGS" (Fox)
ALLEN — (3,300), 30c-60c, 7 days. **Gross:** $19,500. (Average, $18,000.)

"DIE FORSTECHRISTL" (Interocean)
ALHAMBRA — (1,400), 25c matinee, 50c evening, 7 days. **Gross:** $6,000. (Average, unavailable under this policy.)

"LAUGHING SINNERS" (M-G-M)
CAMEO — (1,200, 25c-50c, 7 days. **Gross:** $3,000. (Average, $5,000.)

"SMART MONEY" (Warners)
RKO HIPPODROME — (4,200), 25c-35c-60c-75c, 7 days. **Gross:** $13,000. (Average, $15,000.)

"THREE WHO LOVED" (Radio)
RKO PALACE—(3,100), 25c-75c, 7 days. **Gross:** $19,000. (Average, $23,000.)

"BUY RIGHT—BUT BUY NOW"

"Free Soul," "Long Legs" Philly Best

PHILADELPHIA — "A Free Soul" copped the top honors when it took in $42,000 at the Mastbaum, thereby going $2,000 above the average intake. "Daddy Long Legs" was the runner-up, grossing $1,000 over par to get $27,000 at the Fox. Hot weather kept down grosses generally.

Estimated takings for the week ending July 2 and year-round averages:

"LAWYER'S SECRET" (Para.)
ARCADIA — (600), 50c, 6 days. **Gross:** $3,000. (Average, $3,000.)

"FIVE AND TEN" (M-G-M)
EARLE — (2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $18,000. (Average, $18,000.)

"DADDY LONG LEGS" (Fox)
FOX — (3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $27,000. (Average, $26,000.)

"SMART MONEY" (Warners)
KARLTON — (1,000), 40c-50c, 7 days. **Gross:** $6,000. (Average 6 days, $5,000).

"NEWLY RICH" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $13,500. (Average, $15,000.)

"A FREE SOUL" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show: **Gross:** $42,000. (Average, $40,000.)

"CHANCES" (F. N.)
STANLY — (3,700), 35c-50c-75c, 6 days. **Gross:** $12,000. (Average, $18,000.)

"HELL BOUND" (Tiff.)
STANTON—(1,700), 35c-50c-75c, 6 days. **Gross:** $7,000. (Average, $11,000.)

Albany Runs Are Overcome By the Heat

ALBANY—Terrific heat played havoc with the theatres during the week. With the mercury standing in the nineties, the great majority of people simply refused to budge from their homes or from their cars. Many houses were practically deserted, particularly at the first evening show.

Estimated takings for the week ending July 3 and year-round averages:

"CHARLIE CHAN CARRIES ON" (F. N.)
HARMANUS BLEECKER HALL — (2,300), 35c-50c, 6 days. **Gross:** $6,200. Average, $10,000.)

"A TAILOR MADE MAN" (M-G-M)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $4,200. (Average, $6,000.)

"MISBEHAVING LADIES" (F. N.) and "COSTELLO CASE" (Sono Art)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,960. (Average, $2,250.)

"ALOHA" (Tiff.) and "THE LIGHTNING FLYER" Col.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $2,000. (Average, $2,250.)

"TRANSGRESSION" (Radio)
RKO PROCTORS—(1,500), 20c-60c, 3 days. **Gross:** $2,300. (Average, $3,000.)

"FORBIDDEN ADVENTURE" (Para.)
RKO PROCTOR'S—(1,500), 20c-60c, 3 days. **Gross:** $2,400. (Average, $3,000.)

"CHANCES" (F. N.)
STRAND—(1,900), 25c-35c, 6 days. **Gross:** $5,900. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

Seattle Gives 'Soul' $15,000, Second Week

SEATTLE—Because it topped the Fifth Avenue's average take by $3,000, ringing up a gross of $15,000, "A Free Soul" was given a second week at the house. "Ladies' Man" was only slightly below normal at the Paramount, which has closed because union operators, stagehands and musicians at that theatre refused to take a cut in wages during the summer. "Svengali" was mediocre during its second week at the Music Box and was withdrawn the sixth day.

Estimated takings for the week ending July 2 and year-round averages:

"GENTLEMEN'S FATE" (M-G-M)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, $3,500.)

"SIX CYLINDER LOVE" (Fox)
FOX COLISEUM — (2,000), 25c-35c-50c, 3 days. **Gross:** $1,500. (Average, $2,000.)

"A FREE SOUL" (M-G-M)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"LADIES' MAN" (Para.)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. Stage show. **Gross:** $13,000. (Average, $13,500.)

"THE COMMAND PERFORMANCE" (Tiff.)
LIBERTY — (2,000), 15c-30c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"SVENGALI" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 2nd week, 6 days. **Gross:** $5,100. (Average, $7,500.)

"GOOD BAD GIRL" (Radio)
RKO ORPHEUM — (2,650), 25c-35c-50c-60c-75c, 7 days. Vaudeville. **Gross:** $13,000. (Average, $13,500.)

Dual Bill Is Single Draw In Providence

PROVIDENCE—Showmen took it on the chin plenty here this week. Heat and the circus combined to put a crimp in business. "Young Sinners" and "Women Men Marry," double-featured at the Majestic, topped all bookings with a gross of $13,500, leading competitors by a wide margin.

Business in all other houses hit the bottom. Loew's State played "Indiscreet" and was way off with returns of $10,500. "Girl Habit" at Paramount went under and drew slightly over $6,000. RKO Victory had "Lover Come Back." Went pretty badly, drawing $2,800. "Sweepstakes" at the RKO Albee did a nosedive and pulled $3,200.

Estimated takings for the week ending July 2 and year-round averages:

"INDISCREET" (U. A.)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $10,500. (Average, $18,000.)

"YOUNG SINNERS" (Fox) and "WOMEN MEN MARRY" (Headline)
MAJESTIC — (2,300), 10c-50c, 7 days. **Gross:** $13,500. (Average, $10,000.)

"GIRL HABIT" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,000. (Average, $10,000.)

"SWEEPSTAKES (RKO Pathe)
RKO ALBEE — (2,500), 10c-50c, 7 days. **Gross:** $3,200. (Average, $9,000.)

"LOVER COME BACK" (Col.)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $2,800. (Average, $6,500.)

"BUY RIGHT—BUT BUY NOW"

Norma Beats Buffalo Heat; Gets $26,000

BUFFALO—Despite the fact that new heat records were set, Old Man Weather didn't supply much competition at the Great Lakes, where Norma Shearer brought in the fancy figure of $26,000, or $3,500 above average. The rest of the first runs reported brutal business.

Estimated takings for the week ending July 3 and year-round averages:

"I TAKE THIS WOMAN" (Para.)
BUFFALO — (3,500), 30c-65c, 7 days. Publix stage show. **Gross:** $19,000. (Average, $25,000.)

"ALWAYS GOODBYE" (Fox)
CENTURY — (3,000, 25c-35c, 5 days. **Gross:** $4,100. (Average for week, $12,000.)

"A FREE SOUL" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $26,000. (Average, $22,500.)

"SIX CYLINDER LOVE" (Fox)
HIPPODROME — (2,100), 25c-50c, 7 days. Vaudeville. **Gross:** $14,800. (Average, $20,000.)

LOVER COME BACK" (Col.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $7,800. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Para. Preparing for U.K. Studio Drive

LONDON — Indication that Paramount is readying for a real production splurge at Elstree are seen in building plans to enlarge the stage secured under the 10-year lease from British and Dominions Films.

Fail to Agree In St. Louis on Closing Days

ST. LOUIS—The question of closing their theatres four days a week as a means of cutting expenses and losses during the summer months will be decided by the individual exhibitors in the various zones of St. Louis and St. Louis County.

This was decided at a meeting of members of the Motion Picture Exhibitors' League of St. Louis when it became apparent it would be impossible to reach a general agreement to close on all but Fridays, Saturdays and Sundays.

The St. Louis Amusement Co. string of 22 neighborhood and suburban houses definitely declined to agree to close all of its houses four days a week, but it is understood it plans to close some houses for the entire summer.

The Mikado, one of the St. Louis Amusement houses chain, and the Wellston, both on Easton avenue in the Wellston district, reached an understanding that they will eliminate the Saturday afternoon matinees that have failed to prove profitable for either house.

It now looks as though about 12 or 14 theatres will get together and close four days a week.

Providence Showmen Fear Summer Slump

PROVIDENCE—Unemployment and the hue and cry in the press about the scarcity of work for the summer has tightened the purse strings of Rhode Islanders with the result that showmen here have been taking it on the chin for the past month.

Practically every house in the downtown belt, and the neighboring theatres as well, are feeling the pinch and many schemes devised to offset the feeling that budgets must be pruned to the utmost.

The Majestic, of the Fay chain, has had considerable success with showing double feature bills and for the past month grosses at the theatre have held up. For instance, this week, in addition to "The Public Enemy," the theatre also is spotting Winnie Lightner in "Gold Dust Gertie."

Exhibitors who have laid much of the decreased patronage to balmy weather and the beach urge now are not so sure of the theory. Last week brought five rainy days and business was off everywhere.

"BUY RIGHT—BUT BUY NOW"

Sues to Exhibit "Birth" in Detroit

DETROIT—Samuel Carver, lessee of the Shubert-Detroit Opera House, has filed a petition for a writ of mandamus requesting a hearing on an order for Mayor Murphy and Commissioner Watkins to show cause why they should not be restrained from interfering with the showing of "The Birth of a Nation."

Mayor Murphy suppressed the picture in February on the ground that it degraded the negro race. Carver denies the allegation and points out that this picture has been shown all over the United States for many years.

Give Minnies the Ha! Ha!

PHILADELPHIA—Along with the snows of yesteryear have gone the "minnie" golf courses. While business in Philadelphia hasn't been any too good in movie circles, a new goat is being hunted to take the place of the midget courses which so terrorized film men last year.

It has been estimated that in the Philadelphia territory only half of the courses are in operation as compared to last year, and but few of them are doing real business.

Critics for, Against Tibbett's "Prodigal"

To Regina Crewe, critic of the *New York American*, "The Prodigal" (M-G-M) is "an unusual picture." Julia Shawell on the *Daily Mirror* feels pretty much the same way about it, but Irene Thirer of the *Daily News* finds the picture "not a very happy return for Tibbett."

The remaining New York critics have varied ideas, but a consensus of their opinions follows:

American—Some rollicking comedy and a half hour of really exciting singing make an unusual picture***

Daily Mirror—***charming***tells a simple story in***exquisitely lovely surroundings***Tibbett personality is perfectly fitted to his role***Esther Ralston is a positive revelation***

Daily News—***not a very happy return for (Tibbett)***plot goes melodramatic on him and the reality of the part is destroyed.

Evening Journal—***Tibbett is vocally impressive***Roland Young contributes a delightful performance.

Herald-Tribune—It is a pretty feeble sort of story***"Without a Song" remains a good number, the Messrs. Young and Edwards continue to be good actors. Miss Ralston is still one of the blondest of cinema blondes and Mr. Tibbett sings as thunderously as ever.

Morning Telegraph—***when (Tibbett) acts himself he is sincere, capable, effective and his voice still is, as far as I am concerned, one of the finest in all Hollywood. ***Roland Young***scores in a performance that is worthy of every possible praise.*** One of the finest of program pictures.

Post—The virtues of "The Prodigal"*** are limited ruthlessly to Mr. Tibbett's acting and singing. The vehicle is not worthy of him***the story goes to smash on its contradictions and cross-purposes***

Sun—***rather feeble fare***Mr. Tibbett ***has the finest singing voice in the movies***yet Mr. Tibbett as a screen type just doesn't quite fit.

Times—***makes for excellent entertainment.***

World-Telegram—***pretty sorry stuff until Lawrence Tibbett puts in an appearance. When he comes upon the scene it picks up immeasurably and when he begins to sing it has moments of distinction***the plot*** is hackneyed and tedious stuff***

"BUY RIGHT—BUT BUY NOW"

"Sweepstakes" Fares Well With Reviewers

"Sweepstakes" receive a varied reception from New York critics. Nine (RKO Pathe) reviewers, their opinions "boiled down," have this to say:

American—James Gleason***manages to make entertaining an otherwise colorless picture.

Daily Mirror—This light, little racing story receives such fine handling and offers so many laughs with its thrills it makes a diverting picture***

Daily News—***lots of laughs***and the tempo***is as fast paces as the hoss that wins the big race***

Evening Journal—***good light entertainment.

Herald-Tribune—***James Gleason plays a loyal***race horse trainer***and thereupon moments are supplied in which a furiously commonplace photoplay almost persuades one that it possesses a certain racy humor.

Morning Telegraph—Director Al Rogell ***has lifted it above the ordinary run of racing films.

Post—***a simple and obvious little story, clinging safely to the reliable formula***Gleason***gets hearty laughs.

Sun—***the usual puerile race track stuff, puerile as to plot, and as to dialogue, and it is neither professionally acted nor photographed.

World-Telegram—Its plot is hackneyed, its dialogue is trite and its direction is hardly what might be termed fresh or imaginative.

Most N. Y. Critics Praise "Annabelle"

Five of the seven New York reviewers who covered "Annabelle's Affairs" (Fox) which closed at the Roxy last week, thought it was good. William Boehnel of the *World-Telegram* described it as "just mildly amusing" while Rose Pelswick of the *Evening Journal* gave her endorsement to Roland Young.

What they thought is this, in brief form:

American—***an entertaining comedy***

Daily Mirror—Jeanette MacDonald is a great comedienne. She and Roland Young create plenty of fun in this mad comedy*** Grade A farce***

Daily News—***Offers many deliciously amusing moments with corking good players***

Evening Journal—It is one of the mixed blessings of Hollywood that no matter how handicapped a director or a writer, the institution houses people like Roland Young. ***he has been ***doing odd jobs and suddenly he gets a chance***; instantly what might have been just another movie becomes grand entertainment, ridiculous and superb.

Morning Telegraph—***a light, pleasant and decidedly entertaining screen vehicle ***By far the greatest plaudits may be bestowed upon Roland Young for an outstanding performance***

Times—***good fun***Hardy does well ***Miss MacDonald***most pleasing*** McLaglen is quite good***

World-Telegram—***just mildly amusing***MacDonald***first rate***McLaglen ***does nicely***There is an expert piece of acting by Roland Young***

"BUY RIGHT—BUT BUY NOW"

Labor Radio Station Asks for Television

CHICAGO—The Chicago Federation of Labor radio station, WCFL, has applied to the Federal Radio Commission for a television transmission permit. If granted, the call number of the television station will be WIXAV. It will be operated in conjunction with the Short Wave and Television Corp. of Boston with 60-line, 20 pictures per second transmission. It will be the first Chicago television station to adopt the 60-line scanning standard, as those now in operation here employ 45-line scanning.

"BUY RIGHT—BUT BUY NOW"

Manitoba Law Ousts 'Special' for 'Adults'

WINNIPEG — New censorship and theatre regulations for the Province of Manitoba have been issued in printed form. No provision is made for a British film quota, although the matter was thoroughly discussed in committee. There is no quota plan in Manitoba because there were not sufficient British pictures to make up the proposed quota of five per cent. The principal change is that pictures approved for the entertainment of grown-ups are labeled "Adult" instead of "Special." When the latter word was used in theatre advertising, as required by law, it was taken to mean that the attraction was a "super."

Court Stops Picketing of R. I. Theatre

PROVIDENCE—As a result of a Supreme Court ruling here, members of Local No. 223, Motion Picture Machine Operators of United States and Canada, are restrained from picketing in front of the Liberty theatre. The court opinion held that patroling of the streets and sidewalks was "an obstruction of public use."

At the same time the high court upheld a Superior Court judge's injunction against the union forbidding picket duty. It marked the first time in Rhode Island that the Supreme Court was called upon to settle a labor dispute.

Samuel Bomes, owner of the theatre, has several neighborhood houses here, and for months has been bitterly fighting union officials, who demanded that the theatre man accede to their demands of placing unionized help in his houses. Bomes refused, and as a result pickets paraded up and down the street and sidewalks in front of the Liberty with placards advertising the labor dispute. When Bomes began to feel the inquisition at the box-office he went to court, and got an injunction to stop the union. Labor men went to the high court and lost.

The court was not all in accord on the opinion. Two of the five members upheld the right of the union to do picket duty, and use placards to advertise their labor difficulties.

Discuss Labor Problem

CINCINNATI—Although present contracts with operators do not expire until Sept. 1, suburban and subsequent run exhibitors are beginning to draft tentative plans for next season to be submitted at the meetings scheduled for August.

One change on which the exhibitors appear virtually agreed is the employment of one operator in the booth instead of two, as now demanded by the union. Downtown houses are not included in the formulative negotiations.

"BUY RIGHT—BUT BUY NOW"

Cleveland and Cincy Offices for Monogram

Monogram Pictures Corp. last week opened branches in the Film Building, Cleveland, and at 1632 Central Parkway, Cincinnati, leaving only the Minneapolis territory open. Nat Lefton will be in charge of sales in both offices.

"BUY RIGHT—BUT BUY NOW"

Mobile Tries Daylight

MOBILE, Ala.—Mobile is experimenting with daylight saving time, having advanced clocks an hour. Pensacola, Fla., is the only other city in this section of the country that has daylight saving time in effect. Mobile adopted it on one former occasion, several years ago, but soon went back to regular standard time.

"BUY RIGHT—BUT BUY NOW"

Hinsdell on Coast

HOLLYWOOD — Oliver Hinsdell is here to take charge of the newly organized acting school at M-G-M. Ben Piazza will assist him.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 31 NEW YORK, TUESDAY, JULY 7, 1931 TEN CENTS

Trade Combine Charged

Hammons and Shapiro Agree On Exchanges

Six Operated by Latter In Tiffany Fold

Earle W. Hammons and William D. Shapiro have reached a tentative agreement under terms of which the six exchanges operated by the latter will be brought into the Tiffany fold, thereby rounding out that Educational-dominated company's national exchange system. The branches are located in Boston, New Haven, Pittsburgh, Cincinnati, Cleveland and Detroit.

The deal, as now drawn, provides for Educational to utilize the Shapiro exchanges for physical distribution, the actual agreement beginning with

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Giannini Wears Judicial Ermine

Dr. A. H. Giannini of the Bank of America is playing a new role these days. Long banker to many film companies as well as to individual producers, Giannini is officially launched on a career as an arbiter.

His first case was the tangle between A. C. Blumenthal and Billy

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Botsford, Holman Work on Ad Slants

Russell Holman, advertising manager for Paramount, and A. M. Botsford, advertising and public Relations executive for Publix, are collaborating with the Paramount production department on what is described as more or less of a general assignment

(*Continued on page 2*)

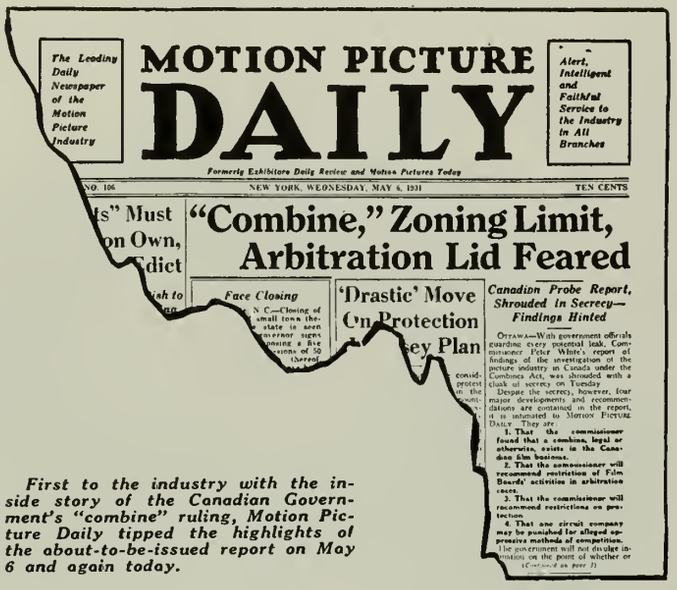
"BUY RIGHT—BUT BUY NOW"

Hatfield to U. K. for Erpi; Otterson Sails

R. M. Hatfield, former Australian sales manager for Erpi, is en route to London where he will succeed E. S. Gregg as sales manager in London. Gregg comes back to New York under the company's policy of

(*Continued on page 2*)

Predicted Two Months Ago


The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

NO. 106 NEW YORK, WEDNESDAY, MAY 6, 1931 TEN CENTS

"Combine," Zoning Limit, Arbitration Lid Feared

'Drastic' Move On Protection

Canadian Probe Report, Shrouded in Secrecy—Findings Hinted

First to the industry with the inside story of the Canadian Government's "combine" ruling, Motion Picture Daily tipped the highlights of the about-to-be-issued report on May 6 and again today.

23 Companies, One Ass'n Cited in 'Combine' Report

OTTAWA—Named as parties to the combine which the Canadian Government alleges exists in the industry are:

Famous Players Canadian Corp.
B. and F. Theatres, Ltd.
Radio-Keith-Orpheum of Canada, Ltd., and eight other theatre companies affiliated with Famous Players Canadian.
Motion Picture Distributors and Exhibitors of Canada.
Canadian Educational Films, Ltd.
Canadian Universal Film Co.
Famous Lasky Film Service.
Fox Film Corp.
RKO Distributing Corp. of Canada.

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

France Allows Free Entry of Foreign Films

PARIS—Known as a "cinematograph convention," Maurice Petsche, Under-Secretary of State for France, yesterday signed new government regulations which annul the French licensing plan and give free entry to the films of all foreign countries which impose no restrictions upon entry of

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Fox in Break With Detroit Co-Operative

DETROIT—Taking the stand recently announced by M-G-M, Fox has called off all negotiations with Co-Operative Service Corp. Lester Strum, local Fox branch manager, states he has found it impossible to get together

(*Continued on page 4*)

120 Theatres in Philly Now Dark

PHILADELPHIA—Between 115 and 120 of the 800 theatres in this territory are now closed, with indications pointing to other closings later. A good number of the houses are dark because of general depression and failure to get relief from film exchanges on contracts. While the number is

(*Continued on page 4*)

So Canada Alleges—Up To Each Province to Decide Its Course

Nineteen important findings feature the Canadian Government report which holds a combine exists in the industry in the Dominion. These will be found in highlight form on page 8.

OTTAWA—A combine exists in Canada. The government report, result of six months' investigation by Commissioner Peter White, will so find when it is issued today, *Motion Picture Daily* learns.

It is now up to the provincial governments to determine what they want to do about it. Prosecution, under Canadian law, may be launched in all nine provinces against Famous Players Canadian Corp., and ten theatre companies affiliated with it, Paramount Publix Corp., and the Motion Picture Distributors and Exhibitors Association as principal parties listed in the forthcoming 234-page document.

Included in the theatre subsidiaries of Famous Players Canadian are B. and F. Theatres,

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Reichenbach Buried; Leaders Pay Homage

Members of the Motion Picture Club, headed by Lee Ochs, turned out in force yesterday when last rites were held for Harry L. Reichenbach, industry's "roastmaster" and one of its most colorful personalities, who died at the Doctors' Hospital on Friday. Present, too, was an A.M.P.A. delegation led by Michael L. Simmons. But, more and beyond that, was an industry gathering of important executives at Temple Emanu-el such as

(*Continued on page 8*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 7, 1931 No. 31

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Giannini Wears Judicial Ermine

(*Continued from page* 1)

Brandt. The latter had sued Blumenthal in a Nassau County court for $600,000 which he alleged was his commission for whipping into shape the theatre deals that ultimately led to formation of Fox Metropolitan Playhouses, Inc. Blumenthal, in his answer, had denied.

Selected by both parties to arrive at a settlement, Giannini has just voted $35,000 for Brandt. The money has changed hands and the court action dropped.

"BUY RIGHT—BUT BUY NOW"

Botsford, Holman Work on Ad Slants

(*Continued from page* 1)

pertaining to company advertising, its slants and how those slants might have a bearing on production. The new detail is additional and has no bearing on their present posts.

Reports that both men, long with Paramount Publix, were on their way out, by way of the story department, were laughed at yesterday by Charles E. McCarthy.

"BUY RIGHT—BUT BUY NOW"

W. H. Murphy Dead; Once Owned "Talker"

RUTLAND, VT.—William H. Murphy, former manager of the Colonial theatre, died after a valiant battle at the age of 62. He served in the Yale Battery in the Spanish-American War. He was a pioneer motion picture theatre manager, starting his career in Boston. Before the talker he frequently used a megaphone and impersonated the characters on the the silent screen from the wings. He leaves a wife, two sons and two daughters.

"BUY RIGHT—BUT BUY NOW"

B. & K. Dividend

CHICAGO—Balaban and Katz have declared a regular quarterly dividend of 75 cents on common stock and $1.75 on preferred stock payable Oct. 3 to stockholders of record Sept. 15.

Purely Personal

NICK SCHENCK, Felix Feist and W. R. Rodgers all wore smiles yesterday as they rode up the elevator in the Warner Building.

RUDY SANDERS, president of the Brooklyn Theatre Owners, is missing from the Film Curb these days. He prefers the Island (Coney) rather than the sweltering Ninth Ave. lanes. His son, Julius, is assistant manager of the Sanders for the summer. In the fall he returns to Penn U.

JOE WEIL has been delving into evolution and he's now prepared to exploit "The Mystery of Life" with the proper biological treatment. For instance, in an exploitation bulletin he invites you to "see why male animals show off before their mates." Oh, yeah?

MR. ARTHUR STANLEY JEFFERSON has petitioned a court in Los Angeles to change his name to Stan Laurel. The reason is that that is the monicker he uses when he plays opposite Oliver Hardy. Stan says he was born in England.

CHARLIE O'REILLY, president of the T. O. C. C., is anxiously awaiting Wednesday when that trial against the Daly, Bronx, on nuisance charges on account of sound emanating from the open air roof, is to be held.

JOE SCHOEN may not attend that boat ride of the New Jersey exhibitors, but he wouldn't miss that special meeting today for all the exhibitors in the world. He's 100 per cent loyal.

JACK ELLIS is mighty proud of those contracts on new season's product now in his possession. RKO is way ahead of last year's business, he says. And he can prove it!

JOHN RICHMOND, doorman at the RKO Palace in Cleveland, has been awarded a $2,400 scholarship at Carnegie Tech. He was graduated last year from high school.

DONALD H. CLEWTON is the pen name of Val Lewton of M-G-M. It's a combo of Donald H. Clarke and his own name, get it?

HARRY BUXBAUM still can't occupy his new office. The painters were still at it yesterday. In another week or so, it'll be okay.

HAL ROACH has been made an honorary captain of the Culver City police department.

CHARLIE EINFELD has a roseate color on his cheeks these days.

"BUY RIGHT—BUT BUY NOW"

Johnsons Back With 350,000 Feet of Film

Mr. and Mrs. Martin Johnson returned yesterday from their African trip with 350,000 feet of film, much of it in sound. In October they will start a lecture tour, after which they will make a feature of the pictorial account of their travels. Fox, it is understood, will release it.

"BUY RIGHT—BUT BUY NOW"

Gallup Considering

Bruce Gallup, who retires as director of publicity and advertising for United Artists the end of this week, is considering:

1—A vacation that will run several weeks.

2—Four offers. Two of them are in the industry and two outside, but Gallup has arrived at no decision as yet.

"BUY RIGHT—BUT BUY NOW"

Kelly Sailing

Arthur W. Kelly, vice-president in charge of foreign sales for United Artists, sails for the Continent tomorrow.

Joseph M. Schenck, scheduled to accompany him, goes later.

"BUY RIGHT—BUT BUY NOW"

Burkan Sails

Nathan Burkan sailed last night on the *Europa* for a vacation abroad. Winfield Sheehan and Walter Wanger were among those down at the pier to see the traveler leave these shores.

General Market Off; E. K. Drops 3¼

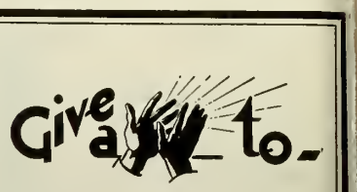
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¼	7¼	7¼	— ¾	200
Consolidated Film Industries pfd	14½	14½	14½	+ ½	200
Eastman Kodak	150	148½	150	—3¼	700
Fox Film "A"	20½	19⅞	20¼	— ¾	2,500
General Theatre Equipment new	4⅝	4⅛	4¼	— ⅜	11,900
Loew's, Inc.	46⅝	45¾	46	— ⅜	3,400
Paramount Pub'lix	27¼	26⅝	27¼	— ¼	5,400
Pathe Exchange	2	1⅝	1¾	— ¼	3,500
Pathe Exchange "A"	7⅞	7	7¼	—1	4,800
RKO	16¼	15⅝	16	— ⅝	8,300
Warner Bros.	8⅜	8⅛	8¼	— ¼	5,700

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3⅛	3	3	.....	2,100
General Theatre Equipment pfd	9	8½	8½	— ½	500
Technicolor	7¼	7⅛	7⅛	+ ⅛	300
Trans Lux	6⅛	6⅛	6⅛	.....	100

Bonds Advance; P. P. Gains 1¼ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	40⅞	40½	40⅞	— ⅛	8
Keith B. F. 6s '46	64¾	64¾	64¾	+ ¼	1
Loew's 6s '41 ex war	98¼	98¼	98¼	— ¾	1
Paramount Broadway 5½s '51	102	101¼	102	+ ½	11
Paramount F. L. 6s '47	90	88½	90	+1	6
Paramount Publix 5½s, '50	82½	82	82½	+1¼	27
Pathe 7s '37 ww	90½	89⅞	90½	+ ¼	5
Warner Bros. 6s '39 wd	41½	41	41½	+ ½	5



Harry M. Warner for the way his companies are stepping since he and his brothers decided to run things with their own money.

Hammons and Shapiro Agree On Exchanges

(*Continued from page* 1)

1931-1932 product. Shapiro, it is understood, completes his arrangement with Tiffany with the releases for the season ending July 31.

Christie Features May Go Through Tiffany

HOLLYWOOD—The Christies plan to enter the dramatic feature field, releasing through Tiffany. The brothers are also under contract to make a series of eight two-reelers for the Educational program.

The Metropolitan and Educational studios here are now being operated by Educational Talking Pictures Corp., recently formed in Delaware for this purpose. The Christies are understood to be remaining at Metropolitan, but Earle W. Hammons is now said to be the dominating factor.

Cook Back to Law; Out Of Tiffany in Few Days

Grant L. Cook, executive vice-president of Tiffany, is reported planning to return to Detroit to re-enter law, which he practised before entering the film industry.

He retires from Tiffany in a few days.

"BUY RIGHT—BUT BUY NOW"

Hatfield to U. K. for Erpi; Otterson Sails

(*Continued from page* 1)

returning executives to headquarters after two or three years of foreign service.

The change formally will be made by John E. Otterson, president of Erpi, who is now on the high seas London-and-Europe-bound.

"BUY RIGHT—BUT BUY NOW"

"Fore" in Detroit

DETROIT—July 15 is the date set for the golf tournament sponsored by the local Film Board. It will be held at the Knollwood Country Club.

THE LARGEST
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IN THE INDUSTRY
Over 5,000,000 feet of indexed negatives and positives containing scenes of every conceivable description
INSTANTLY AVAILABLE
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BRYANT 9-4417-8
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THE Hollywood REPORTER

Peggy Shannon A Star In The Make

Paramount has in "The Secret Call" not only an excellent program picture, but a great big BET. That bet is Peggy Shannon, glimpsed herein for the first time, capable of providing with "one fell swoop" that sh... WHAT IT TAKES. He... ce is not only in ... star- ring ... most co... with ... he ... ort- ... very ... very ... self. ... "Secret Call" should prove a good draw with all classes. Plenty of plot, excitement and love interest. Exhibs will do well to build and bill the name of Peggy Shannon. It is her picture and she won't disappoint. You will get lots more of Peggy—so start the ball rolling now. •





The Big Stars..

The New Stars..

The Box Office Stars..

PARAMOUNT

France Allows Free Entry of Foreign Films

(*Continued from page* 1)

French-produced films into their own. The move is extremely important to American producers and eliminates the last vestiges of legislative regulation against exports in France.

American film men here consider the victory more moral than actual, since the regulations now antedated by the new decree were liberal enough to take care of American needs in this country. Notable in the French enactment is the fact that this is the first occasion wherein an important world power has removed legislative barriers against films since Germany first legislated its "kontingent" in 1920.

Harold Smith, Hays representative here, said yesterday:

"American trade opinion is highly favorable toward the new regulation. With the absence of artificial restrictions, it feels that a greater stimulus now exists for film production in France."

"BUY RIGHT—BUT BUY NOW"

120 Theatres in Philly Now Dark

(*Continued from page* 1)

said to be less than previous years, it is expected to be increased above the normal summer closing figure within the next few weeks unless the exchanges come through with contract adjustments.

MINNEAPOLIS—Twenty-five per cent of the theatres in this locality are now dormant for the torrid spell. The number is on a par with former years, despite bad business in general trade here.

"BUY RIGHT—BUT BUY NOW"

Fox in Break With Detroit Co-Operative

(*Continued from page* 1)

with the organization as a circuit. In the future he will attempt to try to sell the members direct and if this fails will sell opposition houses, he says.

Objection to selling certain houses in the Co-Operative string is said to have brought the split. The same objection is said to have been the cause of the break of Co-Operative with M-G-M.

Co-Operative Signs With Para and F. N.

DETROIT—Despite Allied States Association advice to "sit tight" in buying, the Co-Operative Service Corp. has signed contracts with Paramount and First National for new product for its member houses.

"BUY RIGHT—BUT BUY NOW"

Colleen in Comeback In $500,000 Picture

HOLLYWOOD—Colleen Moore will stage a comeback in a $500,000 protion to be made by a new independent unit, according to *The Hollywood Herald*. An Eastern banker, states the publication, is on his way West to complete arrangements for the picture, which may be followed by others.

Press Prints Free Calendar In Baltimore

BALTIMORE—The *Baltimore Post*, Scripps-Howard evening paper here, is publishing a "movie calendar" for all residential theaters. This is being run strictly as an editorial feature because the paper believes it has substantial news value and will increase circulation.

Theatres pay nothing for this service and there is no tie-up between the advertising or circulation departments. The *Sunday Sun* has been running such a calendar for over a year with no tie-up and it has proved valuable to the paper as well as the theatres.

The *Baltimore News* (Hearst) runs a calendar daily, but there is a cooperative arrangement by which the paper gets a trailer on the screen urging the public to read its program in the *News* daily.

"BUY RIGHT—BUT BUY NOW"

Multicolor Launches Seven Color Series

HOLLYWOOD—Howard Hughes has committed himself to an extensive program of short subjects in Multicolor, which he controls.

Six units are working in various parts of the world and a seventh is busy here. Harry Garson is doing a series in China for RKO distribution; John W. Boyle is now in Sweden getting a second group under way, while Leon Britton is China-bound to do an "oddities" series in both color and sound. Robert Bruce is handling a fourth to be made in New England and Canada for Paramounts release and Alvin Wyckoff is in Calgary to film the Calgary Stampede, to be followed by others shot in and around Lake Louise and Banff. The sixth unit is joining the McMillan Arctic Expedition and locally Wallace MacDonald is directing a series.

"BUY RIGHT—BUT BUY NOW"

H-F Gets Long Run Hollywood Theatre

HOLLYWOOD—The Studio Theatre on Hollywood Boulevard, a 300-seater, shortly goes long run under the guiding hand of Hughes-Franklin Theatres. The circuit figures that with capacity audiences daily, the house can pay more for pictures on percentage than the larger houses can—or will.

That's the theory behind the plan. Localites point out that a slightly important factor, too, is those capacity audiences H-F pins hopes upon.

"BUY RIGHT—BUT BUY NOW"

Two Independents Slated for Beacon

Two independent pictures are slated to go into Warners' Beacon, starting Friday. They are "Women Men Marry" and "Ubangi," the former a Headline Picture and the latter being distributed by William Pizor.

"BUY RIGHT—BUT BUY NOW"

Wanger to RKO?

Walter Wanger was yesterday reported joining RKO, according to Walter Winchell.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

Twin City Theatres' Coolers Prove Lure

MINNEAPOLIS — An extraordinary stretch of record breaking hot weather has been a boon for the show business for the last few days in the Twin Cities.

Tens of thousands of persons caught suddenly in the welter of killing heat that has taken several lives during the past week have poured into well-cooled theatres of the two towns and brought plenty of money to some of the box-offices.

Temperatures have run as high as 99 and the unusual feature of the heat wave is that it has continued for the better part of a week. Two or three days of excessive heat is usually about all the two towns get, at one sitting.

An interesting fact in this connection is that Twin City houses are for the most part cooled by Lake Superior since cooling systems used are generally deep well system that bring water from the 12,000 foot level or thereabouts. The water at that level has been recognized as the underground flow from Lake Superior, nearly 200 miles away.

"BUY RIGHT—BUT BUY NOW"

Outdoor Talker Stunt Draws in Nebraska

MEADOW GROVE, Neb.—This town of 400 has an out-door talker which drew a crowd of 3,000 on opening night.

Installation was made by Murrel P. Simpson of Clearwater, Neb., a former Omahan. Local business men are behind the project from a commercial angle. Looks as though it will bring plenty of people to Meadow Grove.

Simpson built his own sound equipment when talkers were first introduced. For a time he operated the smallest sound house in the country.

"BUY RIGHT—BUT BUY NOW"

A Nice Cold Drink With Every Ticket

TAMPA—A free cold drink with every ticket is being offered by Manager J. E. Ramos of the Prince to induce people to desert the sizzling pavements and cool off in his shoe shop. The stunt packs a real wallop this hot weather. Prices for all shows are only 10 cents and 15 cents.

"BUY RIGHT—BUT BUY NOW"

Exhaust Fans for Three

BALTIMORE—Two large exhaust fans are being installed in each of three playhouses operated by the Gaertner Brothers, including the Ritz, the Vilma and the Strand. The National Theatre Supply Company is handling the work.

"BUY RIGHT—BUT BUY NOW"

Plan Lenoir Theatre

LENOIR, N. C.—Business men are considering erection of a $75,000 theatre building to seat 1,000. Construction is expected to be started shortly.

Playhouse Specialty Enters Trailer Field

Special skits on every release in the form of a black-out in dialogue constitute a new type of trailer that will be marketed shortly. Playhouse Specialties, Inc., of New York, has been formed for production of the new style trailer with H. A. Lane president. Arrangements now are being made to open distribution offices in key cities with releases set to begin August 15. Trailers will be from 150 to 200 feet long. There will be color trailers included later, it is stated.

Lande has been in the picture business for the past 25 years, he states. He also has operated exchanges in Pittsburgh, Cleveland, Cincinnati and Buffalo. In 1912 he produced the first Nick Carter, Buffalo Bill and Frank Merriwell series as an independent producer, he says.

"BUY RIGHT—BUT BUY NOW"

Here's Broker With 12 Buyers, No Bids

You've probably heard these consistent squawks about bad business, depression and other remarks apropos of what this business is coming to. Notwithstanding, there apparently is a dearth of available houses for showmen in the market for them.

Eugene Elmore, veteran exhibitor and now a theatre broker, claims that he has 12 buyers ready to take over any theatre seating over 600 and that there are no sellers. What's more he can't even get anyone to build for his clients who are willing to look over new propositions.

While less than 50 theatres in the New York territory closed for the summer months, there isn't the slightest chance of the owners disposing of them, it is said. Yet many of the houses now closed may never reopen. With building at a low ebb, this is given as the prime reason for shortage of theatres in the local market.

"BUY RIGHT—BUT BUY NOW"

Busy in Ottawa

OTTAWA—Immediately after the reopening of Keith's on August 1 under the new name of RKO Capitol, another local house, the Regent, will be closed for a month for extensive renovations and additional equipment. Upwards of $50,000 is being spent on the Keith house, according to Manager Joe Franklin, who will continue in charge. Ray Tubman will continue as manager of the Regent after its re-opening and also of the Imperial.

"BUY RIGHT—BUT BUY NOW"

Has Illuminated Frames

BALTIMORE—Morris A. Mechanic, proprietor of the New Theatre, first run downtown house here, has had two large frames put up on either corner of his marquee facing Lexington street, in which he can place large colored paintings of the stars in the pictures playing each week. At night these paintings are illuminated with inverted electric lights.

New Light *Exceeds* . . . Sun's Brilliancy

MODERN projection calls for a light source equaling and in some cases exceeding the brilliancy of the sun itself.

Sound, color, and wide films, with long throws on porous screens now demanded by the modern theatre, have called for a most intense and active program of research and development to keep National Projector Carbons ahead of the requirements of modern projection.

The concentration of large quantities of electrical energy in slender carbons, while keeping the light confined to a point source, represents a most remarkable advance in lighting practice.

The results of this development program have been the production of National Projector Carbons of the highest quality with economies which make carbon costs extremely low in comparison with other important items needed for the successful operation of the theatre.

NATIONAL
PROJECTOR CARBONS

National Carbon Company will gladly cooperate with the producer, exhibitor, machine manufacturer or projectionist on any problem involving light. . . .

NATIONAL CARBON COMPANY, INC.

Carbon Sales Division · Cleveland, Ohio

Unit of Union Carbide UCC and Carbon Corporation

Branch Sales Offices: New York Pittsburgh Chicago San Francisco

A Capital Investment that keeps on paying its own way

THEATRES can no longer continue to operate profitably without the best sound.

WESTERN ELECTRIC—the world's sound standard—is a real capital investment—the same as a well-built house, comfortable seats, attractive decorations—all paying their share of dividends

WESTERN ELECTRIC assures you unmatched apparatus—made to Bell System standards of precision and quality by a company in business to stay. It guarantees you patent protection.

ERPI SERVICE, too, prevents costly breakdowns—maintains highest possible quality of reproduction.

That's why Western Electric is a profitable, capital investment

Western Electric
SOUND SYSTEM
THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.

250 West 57th Street, NewYork

Tough Week In Montreal Due to Heat

MONTREAL—Several local managers turned to special stunts during the past week in an effort to bolster attendance. Manager George Rotsky ran an extra midnight presentation of the coming week's attraction as a free treat to patrons on Thursday night and the gross for the regular feature. "The Lawyer's Secret" reached $12,000 for the week, which was fair. Manager James Adams added eight extra vaudeville acts for one night and the gross for "Bad Sister" and the regular vaudeville was $11,500 for the week, which could be regarded as steady.

Manager Howard Conover conducted a "Gift Night" as a special inducement and the week's gross on the double bill was $3,900, which was a little better than recent weeks. The program at the Imperial comprised "Lady Who Dared" and "Hook, Line and Singer."

It was a tough week on account of the heat, but theatre business was fair, considering everything. Local exhibitors are resigned to their summer's fate.

Estimated takings for the week ending July 3 and year-round averages:

"SVENGALI" (Warners) and "PARTY HUSBAND" (F. N.)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days **Gross:** $11,000. (Average, $12,500.)

"LADY WHO DARED" (F. N. and "HOOK, LINE AND SINKER" (Radio)
IMPERIAL—(1,914), 15c-25c-40c, 7 days **Gross:** $3,900. (Average, $5,100.)

"BAD SISTER" (Univ.)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $11,500. (Average, $13,000.)

"THE LAWYER'S SECRET" (Para.)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,000. (Average, $14,000.)

"WOMAN HUNGRY" (F. N.)
PRINCESS—(2,272), 25c-35c-40c-50c-60c, 65c, 7 days. **Gross:** $8,000. (Average, $13,000.)

"CITY STREETS" (Para.) and "FINN AND HATTIE" (Para.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,400. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Oklahoma City Theatres Are Heat Victims

OKLAHOMA CITY—Record heat struck this city last week and took a terrific sock at the box-offices, all of the first runs slumping badly. The sad story is told below.

Estimated takings for the week ending July 3 and the year-round averages:

"MAN IN POSSESSION" (M-G-M)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $6,500. (Average, $8,000.)

"I TAKE THIS WOMAN" (Para.)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $6,000. (Average, 7,000.)

"HUSH MONEY" (Fox)
MID-WEST—(1,500), 10c-35c-50c, 7 days. **Gross:** $4,000. (Average, $7,500.)

"ANNABELLE'S AFFAIRS" (Fox)
WARNER—(1,700), 10c-35c-50c, 7 days. **Gross:** $6,300. (Average, $7,600.)

"DADDY LONG LEGS" (Fox)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $800. (Average for week, 3,000.)

"AIR POLICE" (Sono-Art)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $700. (Average for week, $3,000.)

Fox Theatres Lead Field in San Francisco

SAN FRANCISCO—As a result of their general slash in admission prices, which built up matinees, the Fox West Coast houses—the Paramount, El Capitan, Warfield and Fox—did a healthy business last week. The Fox was the leader, taking in $47,000 with "A Free Soul," the Norma Shearer vehicle beating average by $13,000.

The El Capitan was up $1,250 with "Shipmates," while the Warfield, playing "Just a Gigolo," beat par by $1,000. "Smart Money" at the Warner also was over average.

Estimated takings for the week ending June 30 and year-round averages:

"LOVER COME BACK" (Col.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Vaude. **Gross:** $9,500. (Average, $15,000.)

Week Ending July 1

"SHIPMATES" (M-G-M)
EL CAPITAN—(3,100), 25c, 40c, 60c, 7 days. Jay Brower band; stage show. **Gross:** $14,250. (Average, $13,000.)

"A FREE SOUL" (M-G-M)
FOX—(4,600), 35c-60c, 7 days. F. & M. stage show; Walt Roesner concert. **Gross:** $47,000. (Average, $34,000.)

"TRANSGRESSION" (Radio)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $12,000.)

"BIG BUSINESS GIRL" (F. N.)
PARAMOUNT—(2,740), 25c-35c-50c, 7 days. Jess Stafford's band. **Gross:** $15,000. (Average, $19,000.)

"JUST A GIGOLO" (M-G-M)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $22,000. (Average, $21,000.)

"CITY LIGHTS" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days, 5th week. **Gross:** $11,400. (No average available.)

Week Ending July 2

"SMART MONEY" (Warners)
WARNER BROS.—(1,385), 35c-50c, 7 days. **Gross:** $11,000. (Average, $10,500.)

"BUY RIGHT—BUT BUY NOW"

'Smart Money' Is High Spot In Des Moines

DES MOINES—Rain, vanquishing the heat wave, boosted grosses for the week. "Gold Dust Gertie" grossed $6,000 at the Paramount for the first half of the week with an efficient cooling system to help make the guests comfortable, but after the cooling rains "Smart Money" for the last of the week grossed $7,000.

"A Big Business Girl" picked up at the end of the week, too, and played the seven days at the Des Moines with $7,000.

Estimated takings for the week ending July 4 and year-round averages:

"BIG BUSINESS GIRL" (F. N.)
DES MOINES—(1,600), 25c-35c-60c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"GOLD DUST GERTIE" (Warners)
PARAMOUNT—(1,700), 25c-35c-50c, 3 days. Vaude. **Gross:** $6,000. (Average for week, $12,000.)

"SMART MONEY" (Warners)
PARAMOUNT—(1,700), 25c-35c-60c, 4 days. Vaude. **Gross:** $7,000. (Average for week, $12,000.)

"EVERYTHING'S ROSIE" (Radio)
STRAND—(1,100), 25c-35c, 4 days. **Gross:** $2,150. (Average, $1,700.)

"BEYOND VICTORY" (Pathe)
STRAND—(1,100), 20c-35c, 3 days. **Gross:** $1,150. (Average, $700.)

"20 Degrees Cooler"

BUFFALO — Charles Raymond, manager of the Fox-Great Lakes, is up against it. He wants to take a vacation, but the reports of heat waves everywhere have got him worried. For the last two weeks he's been spending most of his time in the cool theatre, sending out for his meals, and he figures that he'll have to vacation right in the place.

"Long Legs" Ottawa Top In Heat Wave

OTTAWA—The heat wave knocked theatre business into a cocked hat and there was a general exodus to the watering places, the town taking on a deserted air. Relatively the best was "Daddy Long Legs," which drew $4,900 at the Regent, but even this was $500 below average.

Keith's closed for a month with a three-day run of "Svengali" which would have been a good draw at any other season, but which gave the house a farewell of $3,200.

Estimated takings for the week ending July 3 and year-round averages:

"STRANGERS MAY KISS" (M-G-M)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,200. (Average, $1,300.)

"CHARLIE CHAN CARRIES ON" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,000. (Average, $1,300.)

"DRUMS OF JEOPARDY" (Tiffany)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $4,200. (Average, $4,600.)

"WHITE SHOULDERS" (Radio)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,500. (Average, $3,000.)

"THE BLACK CAMEL" (Fox)
B. F. KEITH'S—(2,592), 10c-25c-35c-50c-60c, 3 days. **Gross:** $3,100. (Average, $3,700.)

"SVENGALI" (Warners)
B. F. KEITH'S—(2,502), 10c-25c-35c-50c-60c, 3 days. **Gross:** $3,200. (Average, $3,700.)

'DADDY LONG LEGS" (Fox)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $4,900. (Average, $5,400.)

"BUY RIGHT—BUT BUY NOW"

All Is Rosy With "Rosie" In Kansas City

KANSAS CITY—By chalking up $17,000 at the Mainstreet, "Everything's Rosie" led the parade last week, this figure being $2,000 over par. All the other first runs managed to hit average, aided by cool weather the latter part of the week.

Estimated takings for the week ending July 3 and year-round averages:

"EVERYTHING'S ROSIE" (Radio)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $15,000.)

"JUST A GIGLO" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $14,500. (Average, $14,500.)

"I TAKE THIS WOMAN" (Para.)
NEWMAN—(2,000), 25c-60c, 7 days. **Gross:** 12,500. (Average, $12,500.)

"ALWAYS GOODBYE" (Fox)
ROYAL—(900), 25c-60c, 7 days. **Gross:** $4,500. (Average, $4,500.)

"THREE GIRLS LOST" (Fox)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,000. (Average, $6,000.)

All Houses Under Par In Toronto

TORONTO—Three Toronto theatres pulled up slightly in grosses during the past week despite uncomfortably hot weather, largely on the strength of special or timely attractions, but most of the people sought the amusement parks and the horse races. Shea's was up slightly to $12,000, thanks to a program made up of "Mr. Lemon of Orange" and a vaudeville bill headed by Henry Santry's orchestra.

Manager Daley played up a short, "The Bigger They Are," in which Primo Carnero appears along with "Newly Rich," the point being that Carnero was appearing in a local bout on Tuesday night and the papers devoted much space to the Italian scrapper.

Loew's Theatre was up a bit on "Laughing Sinners" at $13,000, but even this was $2,000 below par. Business was quite at the Imperial with "I Take This Woman" and a Publix stage unit, "Venetian Serenaders." The Tivoli Theatre had a British feature, "Speckled Band," in which a Toronto actor, Raymond Massey, was featured. A special play was made on this fact and the gross was $11,500, or an even thousand below average.

Estimated takings for the week ending July 3 and year-round averages:

"I TAKE THIS WOMAN" (Para.)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage unit, "Venetian Serenaders." **Gross:** $14,000. (Average, $16,000.)

"LAUGHING SINNERS" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 7 days. **Gross:** $13,000. (Average, $15.000.)

"MR. LEMON OF ORANGE" (Fox)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $12,000. (Average, $13,000.

"SPECKLED BAND" (British)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $11,500. (Average, $12,500.)

"NEWLY RICH" (Para.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $11,500. Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Three Films Over Average In St. Paul

ST. PAUL—Three theatres above average in gross; one breaking even. That is the box-office history in this city last week. "Daddy Long Legs" made the best showing with an average of $1,500, "Transgression" also going over par to the tune of $1.000.

Estimated takings for the week ending July 3 and year-round averages:

"DADDY LONG LEGS" (Fox)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $9,000. (Average, $7,500.)

"JUST A GIGOLO" (M-G-M)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"TRANSGRESSION" (Radio)
RKO ORPHEUM—(2,600) 25c-50c, 7 days. Vaude. **Gross:** $13,000. (Average, $12,000.)

"KICK IN" (Para.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,500. (Average, $2,000.)

Canadian Probe Action Is Up to Provinces

Suits in Nine Provinces Can Be Instituted

(Continued from page 1)

Ltd., and Radio-Keith-Orpheum of Canada, Ltd. Particular complaint is made against Bloom and Fine, proprietors of B. and F., and N. L. Nathanson, former managing director of Famous Players, for threats which the report will declare were made against independent exhibitors. The M. P. D. E. A., the Hays companion association in the Dominion, is condemned for its trade practices. Sharp criticism is made of Famous Players for its alleged practices. Protection is hit and "enforced awards" of arbitration described as "harsh and unreasonable" to an extent which leaves the "exhibitor entirely at the mercy of the exchanges." It also states "that, under its present management, Famous Players does not appear to be conducted with quite the ruthless disregard of the rights of others and of the public interest."

The report, long in work and long expected, has been the subject of considerable controversy. It has cost the Canadian Government over $100,000 and a half year in time.

White Finds Para. Deal Not in Probe

OTTAWA—The absorption of Famous Players Canadian Corp. by Paramount Publix is apparently satisfactory, insofar as the government is concerned. No action in connection with this deal which embraces Canada's largest film company is recommended by Commissioner Peter White in his report which is expected to be made public today on the ground that the methods adopted in obtaining control did not fall within the scope of the six months' investigation.

White does say in his report, however:

"If shareholders have been wronged, it seems to me their proper course would be to seek a remedy in the courts against those who sold them the shares. No finding of mine would advance their interest."

Ross Resigns from Government Post

TORONTO—On the eve of the presentation of the White film probe report in the House of Commons, announcement has been made of the retirement of W. D. Ross from the post of lieutenant-governor of Ontario. Mr. Ross was formerly a director of Famous Players Canadian Corp., but resigned from the board when N. L. Nathanson stepped out as managing director after an argument with Adolph Zukor and I. W. Killam of Montreal. Ross has been linked with Nathanson in various rumors regarding circuits projects in Canada to battle Famous Players.

White Scores Alleged "Combines"

Ottawa—Hitting at protection, methods of conducting arbitration, block booking and the methods of operation used by Famous Players, highlights of the "combine" findings of Commissioner Peter White are these:

1—That protection is detrimental to the public.

2—That the activities of the Motion Picture Distributors and Exhibitors Association are against public interest.

3—That Famous Players have a monopoly in many important locations.

4—That Famous Players and affiliated companies have control of vaudeville in Canada.

5—That Paramount Publix owns 93.786 per cent of the issued shares of Famous Players.

6—That detrimental activities by Famous Players include acquisition of theatres, threat of building new houses, securing and holding of theatre sites, improper use of buying power and causing the withholding of suitable pictures for exhibition.

7—That Sam Bloom has made threats to independent exhibitors in Toronto.

8—That the Motion Picture Distributors and Exhibitors Association has employed subterfuge in professing to have enrolled in its ranks exhibitor members and that such members are merely employes of Famous Players.

9—That the association is completely controlled by the Hays organization of New York.

10—That block and blind booking are decidedly detrimental to the public.

11—That the compulsory arbitration clause in film contracts has contributed very materially to the influence and strength of Famous Players and actually to public detriment.

12—That protection granted to Famous Players is far beyond what could be possibly justified and has injured independent exhibitors.

13—That, by this protection, Canada is made to contribute a share to the extravagant salaries paid to picture stars.

14—That, under its present management, Famous Players does not appear to be conducted with quite the ruthless disregard of the rights of others and of the public interest; but that the present management is still under the direction of American interests who control the company.

15—That the industry had its origin in an art, but that in the hands of persons who at present control it, the industry has become purely commercial.

16—That the Cooper organization (the M.P.D.E.A.) has engaged in a program of propaganda with social organizations with the idea of creating a false idea of the objects and aims of this combination of producers and distributors with Famous Players.

17—That, with regard to British films, much could be done in placing before the theatregoing public British manners, British language and British ideals.

18—That the parties to the combine undertook to force awards of arbitrators by harsh and unreasonable terms, leaving the exhibitor entirely at the mercy of the exchanges.

19—That, in regard to credit rules, these distributors, the M.P.D.E.A. and Famous Players, constitute a combine within the meaning of the Combines Act and a detriment to the public.

23 Firms, One Ass'n Are Cited in Report

(Continued from page 1)

Columbia Pictures of Canada.
Regal Films, Ltd. (distributors for M-G-M and RKO Pathe).
United Artists Corp.
Vitagraph, Ltd.
Tiffany Productions of Canada.
First National Pictures.
Warner Brothers Pictures and Vitagraph, Inc.

"BUY RIGHT—BUT BUY NOW"

Knapp Gets New Pact

HOLLYWOOD—Warners have given Evelyn Knapp a new contract with "Pleasure First" as first under the agreement.

When It's Taxing Time in Florida

TALLAHASSEE, Fla.—Senator Stewart has introduced a new measure calling for ten per cent tax on theatre and other amusement tickets over 50 cents. Few theatres are charging more than the stipulated amount, and hence the measure, if passed, is not regarded as serious. Exhibitors are preparing to combat a more severe levy expected to be proposed shortly.

"BUY RIGHT—BUT BUY NOW"

Ohio Sees Fight Films

CLEVELAND—Forty-six prints of the Stribling-Schmeling fight pictures are booked solid in Ohio, according to Nat Lefton, general manager of the Standard Film Service Co., which has the state distribution rights. Every RKO and Warner house in the territory has booked it.

"BUY RIGHT—BUT BUY NOW"

Awards Contract

BOSTON—Publix has awarded contract for building of a new 1,900-seat house to George B. H. Macomber Co.

Alter White Report as Too Severe, Claim

OTTAWA—There is high authority for the report emanating from sources close to the Dominion government that the original findings of Peter White, K.C., commissioner of the probe into the picture business in Canada under Federal auspices was very critical of one of the larger of the film companies doing business in Canada and that objection had been taken to that company by White, particularly on the legal side. The significant assertion has now been made that the final White report will modify his interim document in several particulars.

In other words, one of the reasons for the extraordinary delay in the publication of the White findings is taken to be that the first "paper" was considered altogether too severe and would have demanded too much action on the part of the government. It has been intimated that further evidence was obtained since White submitted what was designated as his official and final report of the probe and this mysterious evidence has altered the complexion of things.

"BUY RIGHT—BUT BUY NOW"

Reichenbach Buried; Leaders Pay Homage

(Continued from page 1)

has been infrequently seen. They were all there to pay final respects to Reichenbach's memory.

Launched promptly at two o'clock and ended barely fifteen minutes later, the services were simple and touching. Dr. Nathan Krass told briefly of Reichenbach and his career while Harry Hershfield at whose October dinner Reichenbach made his last public appearance spoke briefly of what he felt for the man whose corporeal remains rested a few feet below his gaze.

The honorary pallbearers were many. The city was represented by Mayor James J. Walker. Broadway was there, as exemplified by Walter Winchell. The field of finance sent Robert Lehman of Lehman Bros. Industry sent Grover Whalen. The motion picture business, as seemed proper, contributed principally to the list. Present were Will H. Hays, Jesse L. Lasky, Joe Brandt, J. Robert Rubin, A. C. Blumenthal, Lee Ochs, R. H. Cochrane, Al Lichtman, Ben Blumenthal, Walter Wanger, Arthur W. Stebbins, Jack Alicoate, Martin Quigley and Maurice Kann.

The interment was at Union Field Cemetery in the quiet of Brooklyn's Cypress Hills. Friends and mourners left this portion of the ceremony untruded for the privacy of the immediate family.

"BUY RIGHT—BUT BUY NOW"

Anderson Lawler Signed

HOLLYWOOD—Paramount has signed Anderson Lawler for a role in "The Road to Reno." Peggy Shannon plays opposite.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 32 NEW YORK, WEDNESDAY, JULY 8, 1931 TEN CENTS

Canada Won't Bury Case But Act, Is New Slant

Heyl Succeeds Abel as Sales Chief of RCA

Foreign Department Head Given New Post

E. O. Heyl, who has been vice-president in charge of foreign affairs for RCA Photophone, has succeeded Sydney E. Abel, who has resigned the post of vice-president and general sales manager of the company. Announcement of the appointment was made by A. E. Reoch, executive vice-president.



© *Underwood*
E. O. Heyl

During the past eighteen months Heyl's activities have been confined to the corporation's interests in foreign fields in which he has had a broad experience. He be-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Report Erpi Behind Hammons; Is Denied

Erpi is the money power behind Earle W. Hammons and his Educational-Tiffany-World-Wide expansion program, according to persistent reports current in Hollywood. Hammons, however, denies it, as does P.

(*Continued on page 2*)

To Couple Tiffany With World-Wide

Decision has been practically made to couple World-Wide with Tiffany and to market the company's product as Tiffany World-Wide. Sono Art,

(*Continued on page 2*)

Under Way

Paris—The new French import regulations are retroactive to July 1. Under their terms, the United States may export pictures to this country free.

Translation of the official French decree appears on page 8.

"Buy Now" Deals

Fox is negotiating with the Publix circuit on a national booking deal, the terms calling for percentage engagements. Several millions are involved.

The William Benton circuit, with headquarters in Saratoga, N. Y., has signed for the entire Warner, First National and Vitaphone product for the new season in all its houses. It operates in Saratoga, Plattsburgh, Glens Falls, Mechanicsville, Ballston and Whitehall.

The State and Granby in Norfolk, Va., have contracted for all the Warner features and Vitaphone shorts. A previous deal with Buck Wilder puts all the First National product in the Newport in that city.

Publix Theatres in Des Moines yesterday closed for the Bobby Jones series, the last spot in that circuit's territory left open.

Publix Northwest Theatres have signed for Vitaphone "Adventures in Africa" series.

Cecil B. Maberry, owner of two houses in Missouri and one in Kentucky, arrived in New York yesterday for the sole purpose, he said, of buying pictures.

Arthur C. Bromberg of Atlanta has sold the Big 4 line-up in 37 towns.

The Capital Film Exchange of New York has closed 76 situations for Big 4 productions.

State Flays Chi Operator Union Chiefs

CHICAGO—That the state's attorney's office expects conspiracy indictments to be returned against officials of the Chicago Operator's union some time this month, and that investigators of the union's affairs are in possession of "enough evidence to send all officials of the union to the penitentiary," were among statements made to MOTION PICTURE DAILY by Assistant State's Attorney Charles Bellows as the new July grand jury took over the union investigation begun last month.

"How long it will require to com-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Warners' Move Curbs Continental Growth

The operating set-up of Continental Theatre Supply, accessory unit controlled by Warners, is undergoing a change as a result of which Continental's own offices will be confined to a limited number of cities. Some of the functions of the organi-

(*Continued on page 2*)

Product Lack Returns Stage Shows in N.J.

Declaring that there is a scarcity of good product available for next season, New Jersey theatre owners, after discussing each company's announcement separately, decided yesterday to meet the situation by again instituting vaudeville and stage presentations. The plan, if adopted, will prove beneficial in more ways than one, it was stated yesterday by Sidney Samuelson, president.

Double features in about 50 theatres will be eliminated if and when the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

M. P. Club Deplores Reichenbach Death

A resolution expressing regret over the passing of Harry L. Reichenbach was adopted yesterday by the board of directors of the Motion Picture Club and will be forwarded to Mrs. Reichenbach shortly.

Paul Gulick was elected a director in Reichenbach's place. He will also continue to serve as secretary.

Hope Combine Findings Will Be Pigeon-Holed Rapidly Fading

TORONTO—Action against the 23 companies and the Motion Picture Distributors' and Exhibitors' Ass'n cited under the Combines Investigation Act was considered likely yesterday. Reports current for weeks prior to release of the findings that they would be pigeon-holed are fading.

The act, by authority of which Commissioner Peter White conducted his six months' investigation, provides for prosecution of the parties involved but some time must elapse before a decision is taken. The findings, as noted, are first referred to

(*Continued on page 8*)

Trade Is Surprised By White's Report

The White report, alleging that a combine exists in the Canadian film industry, came as a surprise to many executives in New York yesterday.

Several executives, all of them refusing to be quoted, privately expressed the opinion that the findings were considerably more severe than the course of the investigation and the time consumed in preparing and issu-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Support Columbia, "U" Is Allied Plea

LOS ANGELES—Allied Theatre Owners of Southern California in a bulletin letter to its members, says:

"Universal and Columbia film exchanges have definitely committed

(*Continued on page 6*)

Nebraska in Line

Omaha—"I am heartily in accord with the 'Buy Right—But Buy Now' slogan," states Charles E. Williams, president of the Motion Picture Theatre Owners of Nebraska and Western Iowa.

"In these times of indecision, every citizen from the ditch digger to our President should be constructive, which means carrying on to the best of one's ability."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 8, 1931 No. 32

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

All the Time

WANDERING around the Warner offices yesterday, we ran into a chap named W. A. Keyes.

It seems that he hails from Dayton, Ohio; that he is president of the traction company there; former president and now a trustee of Dayton University; director in twelve companies and president of several; owner of a Dayton hotel *and*

Operator of the 1400 seat Victory theatre.

THE other day, Keyes' advertising man suggested the house cut its appropriation, this being summer and whatnot. But Keyes told him not to slash, but to continue to make plenty of noise about the Victory. It was this exhibitor's idea of good business.

Keyes has also developed the strange habit of giving regular parties for his kiddie patrons; and telling his paying constituents — when asked — that the feature is so-and-so or worse, but that the bill has a swell comedy worth anyone's money to sit through.

THE other night one of the Victory's stand-bys left the line waiting to enter the Loew house to explain to Keyes that he had already seen the latter's show. That's how Keyes has 'em going.

EVERY month or so Keyes considers it good business to hop a rattler, hit the Big Town and find out what's coming his way. He wants to prepare.

He also spends much time and loads of midnight oil sitting through every picture that plays his theatre. In the last year, he has turned down two—we know what they are, but won't tell—paid for them and substituted other attractions. This showman is taking no chances.

HIS house is one of five first runs in Dayton. One is closed; Loew has a second and RKO the others. Therefore, plenty of competition.

Last year on a $550,000 investment he showed a profit of $1600. This year he's doing better and for that, according to his own statement, his backbone First National program is the answer. Remember, this may be a free ad for F. N., but after all the exhibitor is doing the talking.

THE lesson in all of this is obvious. The case of Keyes further demonstrates what this column has been attempting to forever drive home:

That the independent, by merchandising and showmanship and the use of his brains, need fear no circuit competition. Individual management will better remote control management any time, night or day.

Keyes proves it.

KANN

Product Lack Returns Stage Shows in N.J.

(*Continued from page 1*)

idea goes through, it is said. Operators' expenses will be trimmed considerably with reduction of about half the running time from schedules going for the plan. Overbuying of product will be cut to a minimum, it is stated, with the vaudeville and stage shows gaining their former position on programs over features.

Sidney Samuelson has already tried the new policy at his Newton theatre and states that he believes this will be the solution to the problem of the exhibitor who cannot get quality product. Arrangements have been made to have representatives of various vaudeville agents present at the next meeting to discuss further the situation, since it is believed that stage performers can be gotten much cheaper today than ever before.

Definite action on the proposed plan is expected to be taken at the next regular meeting.

"BUY RIGHT—BUT BUY NOW"

Warners' Move Curbs Continental Growth

(*Continued from page 1*)

zation, as they affect supplies used by various of the 400 Warner theatres, will be assumed by the purchasing department of the parent Warner organization.

This is taken to indicate that Continental's plan to establish stores and sub-branches in all key cities throughout the United States is off.

"BUY RIGHT—BUT BUY NOW"

Dislike Accent

Latin-American audiences in the Argentine object to talkers in which the players speak with a Spanish accent, Raul Gerruchaga, chancellor of the Argentine Consulate at San Francisco, stated yesterday on his arrival in New York. Pictures produced in America find a healthy market in the Argentine, he said.

Entire Market Off; Heavy Trading

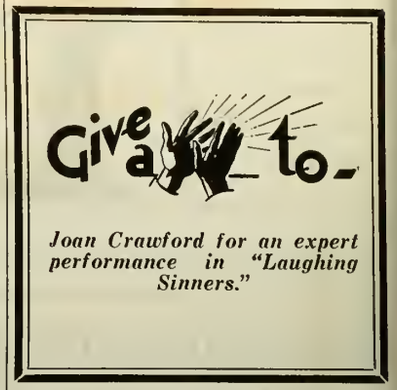
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7¼	7¼	.....	400
Consolidated Film Industries pfd	14⅛	14⅛	14⅛	— ⅜	200
Eastman Kodak	152¾	143½	145¾	—4¼	6,700
Fox Film "A"	20⅞	19	19	—1¼	13,800
General Theatre Equipment new	4½	4⅛	4¼	.....	8,300
Loew's, Inc.	46¾	43½	43¾	—2¼	18,600
Loew's, Inc., pfd	88	88	88	—2	100
Paramount Publix	27¾	25⅛	26	—1¼	19,200
Pathe Exchange	2	1½	1½	— ¼	2,400
Pathe Exchange "A"	8	6⅛	6⅜	— ⅞	5,000
RKO	16¾	15	15⅛	— ⅞	22,700
Warner Bros.	8½	7½	7½	— ¾	14,000
Warner Bros., pfd	17⅞	17⅞	17⅞	—1⅛	100

Curb Issues Also Decline

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	11⅞	11	11⅞	— ⅝	400
Fox Theatres "A"	3⅛	3	3	.....	1,200
General Theatre Equipment, pfd	8½	8	8	— ½	1,200
Sentry Safety Control	1⅛	1⅛	1⅛	— ⅛	100
Technicolor	7⅛	7	7	— ⅛	300
Trans Lux	6⅛	5¾	5¾	— ⅜	800

Bonds Irregular; G. T. E. Off 1⅜

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	41	39½	39½	—1⅜	9
Loew's 6s '41 ex war	99	98	98	— ¼	14
Paramount Broadway 5½s '51	102¾	101	102¾	+ ¾	4
Paramount F. L. 6s '47	90	89⅛	89⅛	— ⅞	5
Paramount Publix 5½s, '50	82	82	82	— ½	2
Pathe 7s '37 ww	91½	90½	90½	.....	5
Warner Bros. 6s '39 wd	41½	40	40¾	— ¾	29



Joan Crawford for an expert performance in "Laughing Sinners."

Heyl Succeeds Abel As RCA Sales Chief

(*Continued from page 1*)

came identified with RCA Photophone in 1928 at the invitation of David Sarnoff, president of RCA, following extended association with a number of the country's leading industrial organizations.

During the World War he was, with Julius Rosenwald, Chicago philanthropist, a member of the Council of National Defense and later became a division head with Herbert Hoover when the latter assumed charge of the United States Food Administration.

"BUY RIGHT—BUT BUY NOW"

Report Erpi Behind Hammons; Is Denied

(*Continued from page 1*)

L. Thomson, public relations chief for Erpi.

The Educational president said yesterday that the report probably gained circulation because the Metropolitan studio in Hollywood is Erpi-equipped and because the Christies are reported set to launch actively into the non-theatrical field in which Erpi plans to become increasingly active. Thomson told MOTION PICTURE DAILY that Erpi is not financing any picture producers.

If the Christies do proceed with their non-theatrical program, Hammons may make a deal to handle the physical distribution of whatever pictures they produce, he said. "Educational, however, would not handle sales," he added.

To Couple Tiffany With World-Wide

(*Continued from page 1*)

which formerly had coupled to it World-Wide Pictures, will probably be used in the future as the label for individual pictures produced by George W. Weeks and released by Tiffany World-Wide.

"BUY RIGHT—BUT BUY NOW"

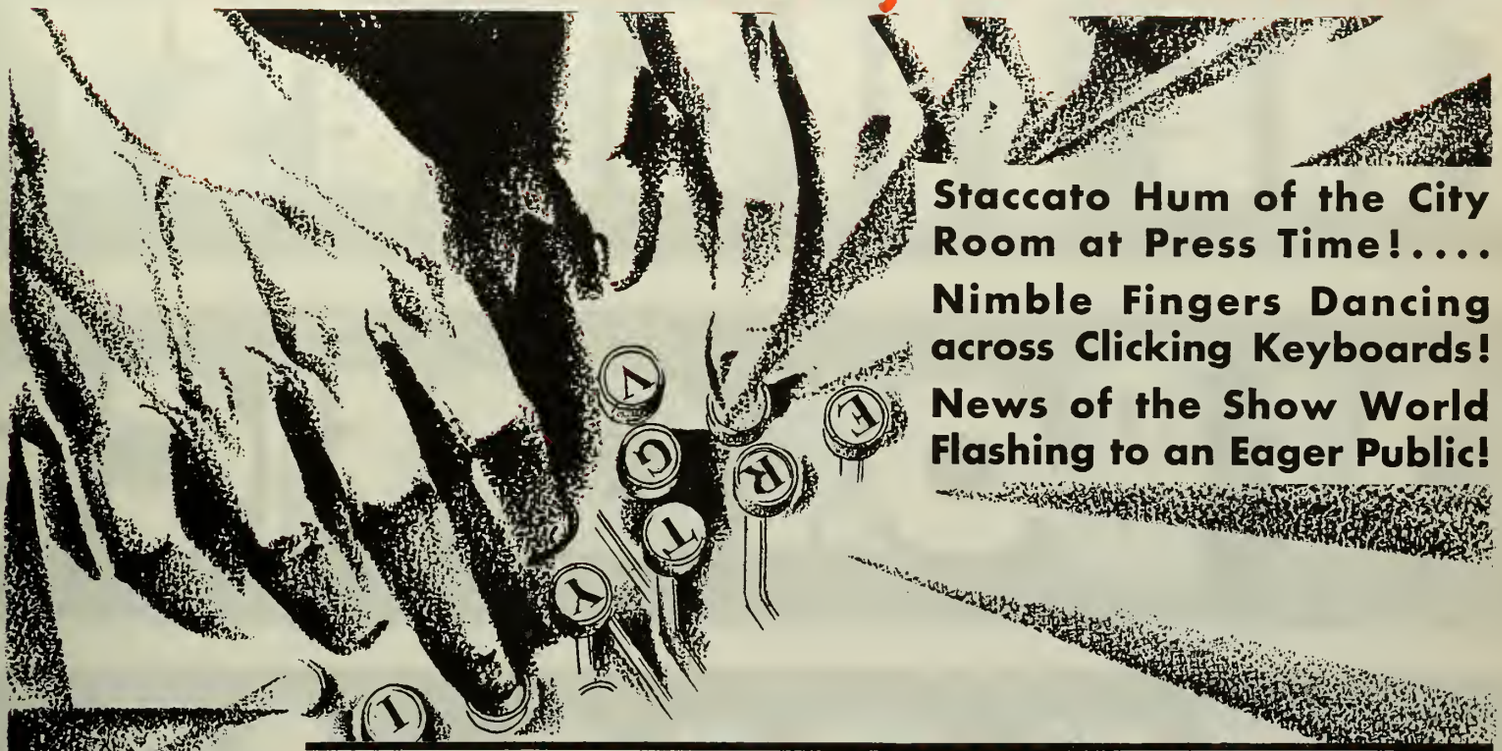
Warner En Route

HOLLYWOOD—Jack L. Warner, his wife and son, are New York bound. They arrive in the East on Sunday and sail on July 18. Vacation stuff.

Studio and Location Sound on Film Recording
Low Daily or Weekly Rates
Powers Cinephone Equipment Corp.
723-7th AVE., N. Y. BRyant 9-6067

"COPY...BOY!

...and make the first edition!"



Staccato Hum of the City Room at Press Time!....

Nimble Fingers Dancing across Clicking Keyboards!

News of the Show World Flashing to an Eager Public!

NATION'S TOP-RANK REVIEWERS IN STRIKING VOTE OF PRAISE!

Trade and Daily Press Collaborate In Testimonial to RKO Radio Pictures!

Boston Globe (*White Shoulders*)
"Strong, effective, well acted." . . .

Boston Traveler (*White Shoulders*)
"Highly diverting...novel plot." . .

Ft. Worth Star Telegram (*Young Donovan's Kid*)
"First-rate entertainment." . . .

Cincinnati Post (*Young Donovan's Kid*)
"Put it down for an hour of joy." .

New York Times (*Transgression*)
"Admirably directed." . . . .

New York Daily News (*Transgression*)
"Most satisfying" . . . . . .

New York Herald Tribune (*Transgression*)
"Well worth seeing" . . . . . .

Lowell Courier-Citizen (*Everything's Rosie*)
"Cyclone of laughter." . . . .

New York Daily Mirror (*Transgression*)
"Strong woman's picture." . . .

Detroit Free Press (*Transgression*)
"Brenon scores high." . . . .

Portland Evening News (*White Shoulders*)
"Interesting and original." . . .

Springfield Republican (*White Shoulders*)
"Action never lags." . . . . .

Detroit News (*Young Donovan's Kid*)
"Seeing it is a grand experience." .

Hollywood Filmograph (*The Public Defender*)
"Gripping action that never lags." .

Harrison's Reports (*High Stakes*)
"Excellent . . . strong human interest."

Film Mercury (*The Public Defender*)
"Splendid Dix starring vehicle." .

Motion Picture Herald (*Full of Notions*)
"Wheeler Woolsey never funnier." .

Daily Screen World (*Full of Notions*)
"Set record for comedy productions."

Boston Traveler (*Transgression*)
"Ladies are going to adore this one."

Detroit Daily Mirror (*White Shoulders*)
"Vivid drama...good audience stuff."

RKO Radio PICTURES

Reg. U. S. Pat. Off.

MOST PRACTICAL SHOW BUY OF THE NEW SEASON . . .

36 TITAN ATTRACTIONS BACKED BY GOLDEN ERA AD CAMPAIGNS SHOT RIGHT AT YOUR TICKET WINDOW

Tune in! "RKO Theatre of the Air" N.B.C. Coast to Coast Network Every Friday Night, 10:30 P.M. N. Y. Time

Buy from Universal and

THE HIGHEST

OF BOX OFFICE

FROM UN

These Big Winners
from last year's line-up!

Little Accident . . A Lady Surrenders . . Free Love . . Dracula . . Seed . . Iron Man . . Bad Sister . . Strictly Dishonorable . . Fate . . RIDE WITH A WINNER!

you buy right because...

PERCENTAGE HITS COME IVERSAL!!

These Great Beginners for 1931-32!

Waterloo Bridge . . Heaven on Earth . . East of Borneo . . Homicide Squad . . Lasca of the Rio Grande.

Shearer Beats Par in Omaha; $2,500 Over

OMAHA—Norma Shearer was the big draw here last week, "A Free Soul" being the only picture that hit the average mark, and it went over to the tune of $2,500, the gross being $9,500. "Transgression" was the runner-up, the take being $12,000, only $500 under. Matinees generally were good, but the heat kept them away at night.

Estimated takings for the week ending July 3 and year-round grosses:

"TRANSGRESSION" (Radio)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Vaude. **Gross:** $12,000. (Average, $12,500.)

"A FREE SOUL" (M-G-M)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $9,500. (Average, $7,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
STATE—(1,200), 25c, 4 days. **Gross:** $1,000. (Average, $1,200.)

"UP POPS THE DEVIL" (Para.)
STATE—(1,200), 25c, 3 days. **Gross:** $850. (Average, $900.)

"THE FINGER POINTS" (F. N.)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $3,000. (Average for week, $5,500.)

"BLACK CAMEL" (Fox)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $2,200. (Average for week, $5,500.)

"BUY RIGHT—BUT BUY NOW"

'Twain' Proves Topnotcher of Boston Runs

BOSTON—With the vacation exodus in full swing, Boston theatres took it on the chin the past week. Loew's State made the best showing with "Never the Twain Shall Meet," but even this was nothing to be proud of. The Metropolitan will resume dancing in the grand lounge beginning July 9.

Estimated taking for the week ending July 2 and year-round averages:

"THREE WHO LOVED" (Radio)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $17,000. (Average, $18,000.)

"SWEEPSTAKES" (RKO Pathe)
KEITH'S—(2,800), 25c-60c, 7 days. **Gross:** $18,000. (Average, $18,000.)

"JUST A GIGOLO" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $18,000. (Average, $20,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $21,500. (Average, $20,000.)

"I TAKE THIS WOMAN" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. **Gross:** $30,000. (Average, $32,000.)

"SMART MONEY" (Warners)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"DADDY LONG LEGS" (Fox)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross:** $14,500. (Average, $15,000.)

"SMART MONEY" (Warners)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $11,500. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Coulter Gets Charter

RICHMOND, Va.—Walter J. Coulter, local theatrical magnate and a pioneer picture promoter in this state, is listed as president of the Beacon Theatre, Inc., of Richmond, which has just been chartered with authorized maximum capital of $50,000 to own, lease and operate theatres. Coulter's brother, Robert H. Coulter, who is manager of the Byrd, is vice-president of the new corporation. C. V. Blackburn is secretary-treasurer.

Refrigerator Theatre Boom In Milwaukee

MILWAUKEE—The searing heat which held sway over the city for six days helped to drive people into theatres for relief in many instances. As a result the majority of the local first runs enjoyed a fairly good business.

Temperatures hovering around 100 degrees and over enabled the Alhambra to feature its new $50,000 cooling system in great style and "Seed" played to a $11,500 business at the house. "Daddy Long Legs" at Fox's Wisconsin was good for $15,000, while "Chances" at the Warner clicked for $12,000.

"Three Girls Lost," playing for nine days at Brin's Garden, enjoyed a good business. "Women of All Nations," playing its second week at Fox's Strand, was good for $6,000. RKO's Riverside enjoyed its usual good patronage, while "The Girl Habit" took in $8,500 at RKO's Palace.

Estimated takings for the week ending July 3 and year-round averages:

"SEED" (Univ.)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days. **Gross:** $11,500. (Average, $8,000.)

"THREE GIRLS LOST" (Fox)
GARDEN—(1,150), 25c-35c-50c-60c, 9 days. **Gross:** $11,500. (Average, $10,000.)

"THE GIRL HABIT" (Para.)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $8,500. (Average, $9,800.)

"THE RIGHT OF WAY" (F. N.)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. Vaudeville. **Gross:** $13,500. (Average, $13,000.)

"WOMEN OF ALL NATIONS" (Fox)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $6,000. (Average, $6,500.)

"CHANCES" (F. N.)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $12,000. (No average available.)

"DADDY LONG LEGS" (Fox)
WISCONSIN—(1,275), 25c-35c-50c-65c, 7 days. Fanchon & Marco Idea. **Gross:** $15,000. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

'Transgression Takes $16,500 In Mill City

MINNEAPOLIS—A pair of radio entertainers from one of the small stations, billed as the Holsum Redheads and plugging a brand of bread, proved the best draw of the week, pulling "Transgression" above average at the Orpheum, where it showed signs of weakening. . "Ladies' Man" showed the best pulling power and "Just a Gigolo" went over average.

Estimated takings for the week ending July 3 and year-round averages:

"SIX CYLINDER LOVE" (Fox)
ASTOR—(812), 20c-25c, 7 days. **Gross:** $1,400. (Average, $1,500.)

"LADIES' MAN" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $3,500. (Average, $2,500.)

"THE VICE SQUAD" (Para.)
MINNESOTA—(4,000), 30c-75c, 7 days. Vaude. **Gross:** $20,000. (Average, $20,000.)

"TRANSGRESSION" (Radio)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaude. **Gross:** $16,500. (Average, $14,000.)

"JUST A GIGOLO" (M-G-M)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000.)

Norma Boosts Take $6,000 In Baltimore

BALTIMORE — Norma Shearer, as usual, packed them into the refrigerated Loew's Stanley here in "A Free Soul," the gross going way up to $23,500, whereas the average is about $17,500. This despite the torrid weather that prevailed during the first three days of the week when the mercury hovered around 100 degrees. Large national advertising campaign in *all* newspapers worked wonders with the public and showed remarkable results.

Next in line for a good B.O. draw was "The Girl Habit" at Loew's Century with the Loew-Capitol stage unit, "Bouquet of Melodies," on the same bill. This grossed about $19,000, which is average for this house.

Estimated takings for the week ending July 2 and the year-round averages:

"THE NIGHT ANGEL" (Para.)
KEITH'S—(2,500), 25c-50c, 6 days plus a Sunday midnight showing. **Gross:** $6,400. (Average, $5,500.)

Week Ending July 3:

"SVENGALI" (Warners)
WARNER'S METROPOLITAN—(1,300), 6 days. **Gross:** $4,500. (Average, $4,500.)

Weeking Ending July 4:

"THE GIRL HABIT" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, orchestra. **Gross:** $19,000. (Average, $19,000.)

"FIVE AND TEN" (M-G-M)
(Shown uptown after one week at the Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $4,200. (Average, $3,500.)

"A FREE SOUL" (M-G-M)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $23,500. (Average, $17,500.)

"MEN OF THE SKY" (F.N.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,000. (Average, $2,800.)

"HUSH MONEY" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $6,500. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Houstonites Spend Plenty To See "Soul"

HOUSTON—Norma Shearer in "A Free Soul" led the procession in a week of strong competition, bringing the gross at Loew's to $11,500, or $4,500 above par. The weather was hot and the beaches provided real competition.

Estimated takings for the week ending July 2 and year-round averages:

"THE BLACK CAMEL" (Fox)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"A FREE SOUL" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $11,500. (Average, $7,000.)

"WOMEN OF ALL NATIONS" (Fox)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"THE VICE SQUAD" (Para.)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

Robbers Buzzed

DAYTON, O.—Burglars who probably had visions of a rich haul in annexing the receipts of the Buzz theatre, suburban, are now aware that a depression exists. After forcing a side door and ransacking the office they got slightly less than $50 for their trouble.

Good Takes in Indianapolis Despite Heat

INDIANAPOLIS—Only one picture fell below par last week, despite terrific heat. Fifi Dorsay helped "Goldie" to ring up a total of $8,000 at the Lyric, which means $2,000 above average, and "Freckles," of Our Gang comedies, did likewise at the Circle, where the take of $6,000 was one grand better than normal. "Chances" was up $2,000 and "Indiscreet" $1,500.

Estimated takings for the week ending July 3 and year-round averages:

ANNABELLE'S AFFAIRS" (Fox)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $3,500. (Average, $4,000.)

"NEWLY RICH" (Para.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $6,000. (Average, $5,000.)

"CHANCES" (F. N.)
INDIANA—(3,300), 25c-65c, 7 days. Publix unit. **Gross:** $15,000. (Average, $13,000.)

"GOLDIE" (Fox)
LYRIC—(2,000), 25c-50c, 7 days. Fifi Dorsay in person. **Gross:** $8,000. (Average, $6,000.)

"INDISCREET" (U. A.)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,500. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Two Go Over Par and Lick Charlotte Heat

CHARLOTTE—Not so bad last week. Despite hot weather, two attractions went over par, "I Take This Woman" grossing $6,000 at the Carolina and "Broadminded" hitting the $5,000 figure at the Broadway.

Estimated takings for the week ending July 5 and year-round grosses:

"BROADMINDED" (Warners)
BROADWAY—(1,167), 25c-50c, 3 days. **Gross:** $5,000. (Average, $3,750.)

"THE LADY WHO DARED" (F. N.)
BROADWAY—(1,167), 25c-50c, 3 days. **Gross:** $3,500. (Average, $3,750.)

"I TAKE THIS WOMAN" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"THE NIGHT ANGEL" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $5,000. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

Support Columbia, "U" Is Allied Plea

(*Continued from page* 1)

themselves to this association that they will sell to the independent theatres their product for 1931-32 away from the affiliated circuit theatres and will further correct any unfair clearance and zoning schedules that may now exist over this territory. In view of this stand we urge every independent exhibitor to support these institutions and give them the best deal you possibly can."

Effort to reach Joe Brandt and Lou Metzger of Columbia for comment last night was unsuccessful. Phil Reisman, likewise, was unavailable.

"BUY RIGHT—BUT BUY NOW"

End "Private Scandal"

HOLLYWOOD—Headline Pictures has completed "A Private Scandal," in which Marian Nixon and Lloyd Hughes are featured.

COLUMBIA IS THE GEM OF HOLLYWOOD AS FAR AS I'M CONCERNED"!

...says
Harriet Parsons
Hollywood Correspondent of the Hearst News Service!

At the moment Columbia is not only the gem of the ocean but the gem of Hollywood as far as I'm concerned. With all the major studios slowing down to snail's pace because of general conditions, plucky little Columbia is forging ahead full blast. Harry Cohn expects to have six pictures in production soon. He's signed directors Roland V. Lee and Edward Sedgwick. The former will megaphone "The Guilty Generation" and the latter leaves M-G-M after seven years to put Jack Holt and Ralph Graves through their paces in an untitled newspaper yarn by Howard Green. Cohn has also purchased "Men of Her Life" by Warner (Flaming Youth) Fabian, and there's a story, as yet untitled, set for Buck Jones

COLUMBIA PICTURES
GEMS OF THE SCREEN

Onward to Prosperity with COLUMBIA!

"SmartMoney" Only Shining Spot on B'way

A quiet week on Broadway was last week. Business continued to be spotty with little to relieve the summer doldrums which seem to have hit the New York picture palaces.

"Smart Money" continued to be the bright spot. In its second full week at the Winter Garden, the Robinson picture nabbed $35,036 which is lots of money for any picture's second week at that theatre in these parlous times.

The Rialto jumped to $5,200 on the week, an increase of $700 over the earlier weeks of the theatre's revival policy. At that, however, the going there is pretty sad. "Annabelle's Affairs" at the Roxy ended at $56,000, the lowest business at that house in fully 26 weeks. Over at the Strand, "Gentlemen's Fate" did $14,302, which is a bit ahead of the previous week when the attraction was $12,662. And at the Warner, the week's take ended at exactly $29 under the $2,000 mark.

The Hollywood, after eight weeks of "Svengali" and "Chances" has again closed.

Estimated takings week ending July 2nd:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 5th week, 7 days. **Gross:** $16,700.

"THE PRODIGAL" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show, headlining Kate Smith. **Gross:** $51,360.

"SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, 6th week, 7 days. **Gross:** $8,600.

EMBASSY (ALL NEWSREEL)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,085.

"CHANCES" (F. N.)
HOLLYWOOD—(1,549), 65c-85c, 3rd and last week, 7 days. **Gross:** $11,521.

"SWEEPSTAKES" (RKO Pathe)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $12,500.

"WOMEN LOVE ONCE" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show, headlining Nan Halpern and Rudy Vallee and His Connecticut Yankees. **Gross:** $49,100.

"RETURN OF FU MANCHU" (Para.) and "THUNDERBOLT" (Para.)
RIALTO—(1,904), 40c-$1, 7 days. **Gross:** $5,200.

"NIGHT ANGEL" (Para.)
RIVOLI—(2,103), 40c-$1, 3rd and last week, 8 days. **Gross:** $12,800.

"ANNABELLE'S AFFAIRS" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $56,000.

"GENTLEMEN'S FATE" (M-G-M)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $14,302.

"MACISTE IN HELL" (Macri Film Co.)
WARNERS—(1,490), 35c-75c, 7 days. **Gross:** $1,971.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 2nd week, 7 days. **Gross:** $35,036.

"BUY RIGHT—BUT BUY NOW"

Bill Saal Honored at Testimonial Dinner

Bill Saal, who resigned from Publix to become general manager of Tiffany, will be honored at a testimonial dinner in the Hotel Astor at 7 P. M. tonight. The honorary committee for the event is composed of Adolph Zukor, Sam Katz, Ralph Kohn, L. A. Young and Sidney Kent.

"BUY RIGHT—BUT BUY NOW"

Klein to Europe

Edward L. Klein will leave shortly for Europe where he will represent American producers.

Text of French Import Regulations

The regulations signed in Paris on July 6, 1931, under which this country may send American pictures to France without restrictions of any nature, follow:

Article 1

The film year for which the present regulations are established commences on July 1 of each year and ends on June 30 of the following year.

Article 2

Is considered as a French film, a film produced in studios located in French territory or in territory under French protectorate or French mandate, by French producers, with the collaboration of exclusively French elements, under reserve of certain derogations which may be admitted by the Commission in individual cases.

Article 3

The following categories of films are automatically classified, that is to say, they are automatically inscribed on the list of films susceptible of receiving a visa:

1. All French films, such as specified in Art. 2 above mentioned;
2. For the film year commencing on July 1st, 1931, and ending on June 30th, 1932, all films which, although not complying with the above-stated definition of a French film, are entirely produced in studios located in French territory, or territory under French protectorate or French mandate;
3. All silent films regardless of their origin;
4. All newsreel films and all films of an exclusively advertising character, regardless of their origin;
5. Films without dialogue, either talking or singing, the musical accompaniment of which is recorded on film or discs or synchronized, regardless of their origin.

Article 4

For the film year commencing on July 1, 1931, and ending on June 30, 1932, no permits for the exploitation of foreign films under the provisions of Art. 7 of the regulations previously in force will be granted. The importation and exploitation in the French territory (or French protectorates) of films produced abroad in countries where French film production is not restricted will be entirely free, under reserve of the application of the last paragraph of the present Article.

With regard to films produced in other foreign countries, their importation and exploitation in the French territory (or French protectorates) will be placed under a reciprocity rule, the modalities of which, concerning each of these countries, will be established by the Commission.

The Commission will determine for all of the foreign film producing countries the maximum number of talking films, with subsequent synchronization in French (dubbed) to be imported into France during the film year '31-32.

Article 5

For the application of paragraph 2 of the preceding Article the average length of films is fixed at 2,500 meters. The importation and exploitation of several short subject films not exceeding a total length of 2,500 meters are considered equivalent to that of a single film.

Article 6

The owners of permits authorizing the exploitation in France of films produced abroad, that were delivered according to Article 7 of the regulations previously in force, must make use of these permits before July 15, 1931. After this date the validity of the permits previously granted will expire.

Article 7

The regulations of May 28, 1928, are cancelled.

Canada Won't Bury Case But Act, Is New Slant

(*Continued from page* 1)

the provincial authorities who may institute proceedings. If they do not, the Federal government, after a lapse of three months, may proceed, if so minded. The text of the report, made public yesterday, but highlited one day in advance of its release by *Motion Picture Daily*, was being studied here.

It is intimated by the Dominion government that if any of the provinces are interested in preparing a joint action the cooperation of the Federal government might be secured.

N. A. Taylor, secretary of the Exhibitors Cooperative organization, yesterday called upon the government to take legislative steps in order to protect the interests of independent exhibitors.

Arthur Cohen, managing director of Famous Players Canadian Corp. which bears the brunt of the attack in the combine charge, yesterday declared the company had in no way acted to the detriment of the Canadian public, as charged. He said:

"In all the evidence at the hearings, and I was there all the time, there was not a solitary complaint by any member of the theatre-going public in Canada either as to overcharge or inability to see such pictures as their local theatre had purchased. That is the only thing we are interested in. The findings of the commissioner simply deal with trade conditions which are universal and, in no sense, peculiar to Canada. Protection, block booking and closed areas are essential in theatre business throughout the world. It is surely of some significance that there has been no complaint on behalf of the Canadian public regarding any practices we have indulged in.

"There was not slightest evidence that there was anything in our methods we have to be ashamed of. The facts would lead public opinion the other way. I want to say we have played every good British picture that has been made available. We have not shown many for the reason not many have been made. The best British pictures only do mediocre business, although they are improving and we hope do better in future. In regard to American pictures, much of the critical talk is wide of its mark as the American motion picture organization is an international affair with directors, authors and players coming from all corners of the world.

"The number of British directors and players at Hollywood is very large. In a word, we don't care where pictures come from."

Cohen declared Commissioner White had entirely missed the mark in condemning protection for first runs and said his company often took protection against its own theatres. The public sees pictures where and when it can afford to pay, Cohen felt, and protection should not be blamed.

"I fail to see how we can have any undue advantage over the public so far as influence or advantage are concerned, it is purely the operation of economic law with our purchasing power having the preference. I do not see where we are injuring the public in any way and I do not think any evidence was given to indicate that we are."

Col. John A. Cooper, president of the M.P.D.E.A., in a statement made a general denial of White's findings.

State Flays Chi Operator Union Chiefs

(*Continued from page* 1)

plete our presentation of evidence against the union officials," Prosecutor Bellows said, "depends entirely on how much of the grand jury's time we are allotted. We may have indictments within two weeks, but in any event we will have them before the end of the month. We have enough evidence now to send every official of the union to the penitentiary."

Prosecutor Bellows said that an unnamed Chicago exhibitor would testify this week before the grand jury that while he paid two operators $125 per week each, the exhibitor himself had realized no income from his theatre and had been obliged to rely on relatives for living expenses. This exhibitor will also testify, according to Bellows, that his second operator, a permit man, was an inexperienced former farm hand who had never been paid more than $15 a week and his keep before establishing a connection with the projectionists' union here.

The state's attorney's office is also pursuing its investigation of the murder of Jacob Kaufman, insurgent member of the operators' union, who was shot to death several days before he was to have testified in the grand jury quiz of union activities.

"BUY RIGHT—BUT BUY NOW"

Trade Is Surprised By White's Report

(*Continued from page* 1)

ing the report indicated they would be.

From Ottawa it had been indicated for many weeks that Commissioner White's conclusions would be "tame" and that, even when issued, the report was destined to be pigeon-holed and forgotten.

Speculation existed yesterday over the next step now that the findings are public property. Considerable interest was expressed over publication in MOTION PICTURE DAILY that procedure, if any should develop, is now up to the nine Canadian provinces as individual actions.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 33 NEW YORK, THURSDAY, JULY 9, 1931 TEN CENTS

Morris Crew Landing "Buy Now" Deals

Contracts Roll in for New W. B.-F. N. Product

They believe in the "Buy Right—But Buy Now" movement over at Warner-First National. Sam E. Morris goes further and points to actual, signed contracts by way of evidence that exhibitors are believing it as well.

Apparently Morris' boys in the field have been going places and getting things. Here are some of the deals for the 1931-1932 line-ups:

California

The following theatres, booking through the Golden State Theatres, have signed for the entire program:

Verdi, San Francisco, North Beach Theatres, Inc.; Carmel, Carmel, Monterey Theatres Co.; Rivoli, Berkeley, West Berke-

(*Continued on page* 5)

"BUY RIGHT—BUT BUY NOW"

K.C. Judge Upholds Peaceful Picketing

KANSAS CITY—"Peaceful picketing" by labor unions was upheld by Judge Fischer of the Wyandotte County Court. The decision followed a petition for an injunction to re-

(*Continued on page* 5)

"BUY RIGHT—BUT BUY NOW"

"Sunnyside Up" Is to Be Revived at Roxy

"Sunnyside Up" goes into the Roxy July 17 for as long as it will hold up. Originally, the picture played that theatre the final two weeks of January, 1930.

A product shortage is reported to be the reason for revival.

Heat

Broadway might have been hot yesterday, but it wasn't one-two-three by comparison with the following "selling lines" that adorned the Mayfair front for "A Woman of Experience":

THE STORY OF A CURVE-LADEN BEAUTY WHO WAS TOO WISE TO LOVE

BEAUTY WAS HER PASSPORT TO THE FORBIDDEN FRONTIERS OF LOVE

Looking 'Em Over

Today from Hollywood, William A. Johnston talks about "An American Tragedy" in its re-edited form. *Page 4.*

Leo Meehan analyzes "Honeymoon Lane" and has a word or two to say about Ray Dooley. *Page 4.*

Kann reviews "A Woman of Experience," yesterday's opening at the Mayfair. *Page 4.*

Other reviews: "Salvation Nell" and "Hell Bent for 'Frisco." *Page 4.*

"U" to Spend Million More On New Films

Confident that the acceptance of the "debt holiday" proposed by President Hoover will stimulate business throughout the world and justify a full-steam-ahead policy, Carl Laemmle yesterday announced in New York that he has issued orders to increase the production budget $1,000,000 for the coming year.

"It seems to me that a moratorium on war debts is going to have a pow-

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

N. J. Operators Wage 35% of House Takes

NEWARK—Exhibitors of Essex County are pretty much worried over the operator situation, a number of them complaining that unless some action is taken they will have to close permanently. Those hardest hit by the local's demand for two men in the booth claim that this expense is

(*Continued on page* 5)

SOCK SEX TITLES, DOLLAR PUBLICITY

Crisis Faces Trade in Fall, Says Johnston

HOLLYWOOD—The picture business will face its Armageddon this fall and the responsibility for averting disaster rests upon the producers, declares William A. Johnston in *The Hollywood Herald.*

"A battle will be fought to yank up theatre receipts and to lower production costs—a real battle, so real that upon its results one way or another hangs the future of the much-vaunted American industry of motion pictures," he writes.

"This is no alarmist opinion; least

(*Continued on page* 5)

"BUY RIGHT—BUT BUY NOW"

Combine Report Cue For Flag-Waving

TORONTO—The brief held for more representation of British pictures in Canada in the White "combine" report has brought about a flag-waving campaign on the part of imperialistic newspapers here. In headlines, they

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

Paramounts Go Into S-W Houses July 24

PHILADELPHIA—According to present plans, the Stanley-Warner Co. will begin to use Paramount first-run product, for the first time since the

(*Continued on page* 4)

Milliken, Pettijohn Cite Danger of Legislative Reprisals

HOLLYWOOD—Emphasis on big salaries, costly productions and gorgeous Hollywood homes in publicity constitutes a danger to the industry in its fight against legislation, Charles C. Pettijohn and Carl E. Milliken of the Hays organization stressed at a meeting of directors and producers here.

As a double-barreled warning, both of them also urged against the use of suggestive titles and sex stories and warned their use made the tussle against censorship difficult to ward off. Pettijohn told of the bitter legislative fight he had just completed and said the battle next year will be worse. The meeting was largely attended.

"BUY RIGHT—BUT BUY NOW"

Montreal Bluenoses Swing Into Action

MONTREAL—Sunday closing has again become a live political issue in Montreal with the Quebec provincial elections just around the corner. Various local retail stores have been ordered closed on Sunday and there has been a sudden revival of conferences to discuss the situation. Local exhibitors have talked over the matter privately several times and there has been a scurrying for the support of candidates in the coming elections.

"BUY RIGHT—BUT BUY NOW"

William Fox Doesn't 'Present' Any Longer

That whisper-like credit line adorning recent Fox pictures which reads "William Fox presents" in type that only a very good optic could decipher is now completely gone.

Official word came from company headquarters yesterday that the three-word presentation line "on main titles, domestic and foreign, has been discontinued by Fox Film Corporation."

Fox's 13 Week Net Drops $3,231,514

Fox Film earned $1,124,704 for the 13-week quarter to March 28, 1931, as compared with $4,356,218 for the corresponding period of 1930. This covers the parent company, its wholly owned subsidiaries and con-

(*Continued on page* 5)

Saal, Tiffany's Operating Chief; Honored at Dinner

William ("Bill") Saal will be the key man at Tiffany, probably with no other title than executive assistant to L. A. Young. The actual operations of the company will be his direct responsibility, it was learned last night at a Hotel Astor dinner in his honor.

Grant L. Cook, executive vice-president of the company, is expected to continue in that post, despite reports which alternately had him in and out of the organization and returning to his law practice in Detroit. If the reported arrangement holds water, Cook will divorce himself from operations and devote his time to financing.

The Saal dinner, unusually well attended for a sultry July night, turned out to be one of the most representative dinners held in the annals of the business. Present were the sales managers of practically every distributor in the industry, or their representatives. Good-naturedly many of them ascribed their presence to the fact that

(*Continued on page* 2)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 9, 1931 No. 33

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Saal, Tiffany's Operating Chief; Honored at Dinner

(*Continued from page* 1)

Saal was no longer at Publix, but beneath the jocular note was apparent an unquestioned, genuine desire to foregather in Saal's honor.

Indicative of the extent of this informal dinner was the dais. Sales managers present were Lou B. Metzger, who represented Columbia; Ned Depinet, RKO Pathe; Felix F. Feist, M-G-M; Al Lichtman, United Artists; Phil Reisman, Universal, and Charles Rosenzweig, RKO. Saal's former associates at Paramount and Publix were, of course, present in force. At the speakers' table alone were Robert J. O'Donnell, Austin C. Keough, David J. Chatkin, Sam Dembow, Jr., representing Sam Katz, as well as himself; George Schaefer, representing Sidney R. Kent; A. M. Botsford, Leon D. Netter, Milton H. Feld, Boris Morros and Arthur Mayer. Earle W. Hammons, now associated with L. A. Young in the consolidated Educational - Tiffany - World-Wide-Sono Art interests was another, as was Grant L. Cook.

The party, signalizing Saal's association with Tiffany following 12 years with Publix, where latterly he was director of theatre operation for the South and Southwest, was a load of fun from start to finish. George Jessel wisecracked plenty in the opening spot with Botsford, as toastmaster, filling a competent second spot. Speakers included Dembow, Young, Morros and Lichtman. They poked plenty of fun at Saal, but produced an unnecessary whitewash for their wisecracks at the close when Botsford, on behalf of the Publix home office group, presented the evening's guest with a platinum wrist watch. On the honorary committee were Adolph Zukor, San Katz, Ralph Kohn, L. A. Young and S. R. Kent, but in active charge of arrangements were Dembow, John Balaban, Chatkin, Botsford, Feld, Morros, Mayer, Harry Katz, Leon D. Netter, Jack Meredith, Gaston Dureau and Jack Baanan.

One of the usual features of the evening was a flood of congratulatory telegrams from well known film men in various sections of the country. From Ash Fork, Ariz., came a message from Harold B. Franklin; James R. Grainger wired from Chicago; Mike Shea from Buffalo; Max Balaban from the Windy City, and E. V. Richards, Jr., from New Orleans. E. C. Grainger sent his congratulations from Boston; Jay Rubens from Chicago; Levere Montgomery from New Orleans; Jack Mansfield from Chicago; L. J. Ludwig from Minneapolis; Maurice F. Barr from New Orleans; Nat Wolf from Minneapolis; Harry David from Salt Lake; Vincent R. McFaul from Buffalo; Max Friedman from Des Moines; Harry L. Nace from Phoenix, Ariz., and William K. Jenkins from New Orleans. Unable to attend, but represented by wires, were Adolph Zukor, Sam Katz, Ralph A. Kohn, Harry M. Warner and Sam E. Morris.

Among those present were:

Ed Ruben, Sam Dembow, Jr., Arthur Mayer, Harry Katz, Milton Feld, D. J. Chatkin, Bob O'Donnell, Leon Netter, Gaston Dureau, Jr., Paul Raibourn, M. F. Gowthorpe, T. X. Jones, Jack Hirch, Harry Hollander, John Barman, A. M. Botsford, Lem Stewart, Jack Meredith, L. L. Edwards, A. C. Keough, J. A. Walsh, W. H. Higgins, Marty Mullen, Scott Lett.

Phil Seletsky, Louis Notarius, J. J. Deitch, Leo Miller, Tracy Barham, Dave Samelson, W. Borack, Alex Halperin, Sol Bragin, Harold Greenberg, Joel Golden, Harold Goldblatt, Sol Edwards, Warren Duff, Harry Roberg, Ralph Kohn, G. B. J. Frawley, George Schaefer, Miles Gibbons, P. McDermott, J. Zimanich, J. E. Fitzgerald, Herman Robbins, M. Van Praag, Pat Garyn.

I. Schwartz, Phil Meyer, Abe Schneider, Lou Metzger, Louis Weinberg, Rube Jackter, Hal Hodes, L. A. Young, Grant Cook, Carl Goe, Earle Hammons, Stanley Hatch, Burt Kelly, Harvey Day, Budd Rogers, Ned Depinet, Eddie McAvoy, Harry Scott, Charles Rosenzweig, Jerry Safron, Louis Cohn, Ted Schlanger.

Harry Lorch, Sig Wittman, Fred McConnell, Felix Feist, Tom Connors, Eddie Saunders, Bill Rodgers, Al Lichtman, Harry Gold, Charles Klang, Irving Wormser, Nathan J. Cohen, Arthur Gottlieb, Wm. O'Donnell, Paul Swift, Gradwell Sears.

Ed Hinchy, W. C. Patterson, J. P. Cunningham, M. Solomson, George Walsh, Bob Savini, Sam Shain, Boris Morros, A. Cron, William Oldknow, Robert Wilby, Ed Rowley, Harry G. Ballance and "Red" Kann.

Given Layoff, Henley Sues W. B. for $7,000

HOLLYWOOD—Hobart Henley, director, has filed suit against Warners asking for $7,000 due him as back salary. Henley alleges he has a contract calling for 40 consecutive weeks' work at $3,500 per week and on June 15 was told to take an eight weeks' layoff without pay.

"BUY RIGHT—BUT BUY NOW"

Flinn on Coast

HOLLYWOOD—John C. Flinn, former Pathe production executive, is here from New York to take up his new duties as associate of the Collier-Flinn-Frank artists agency. He expects to stay here six months before returning east.

"BUY RIGHT—BUT BUY NOW"

RKO Gets Cincy Para.

CINCINNATI—RKO has taken over the new Paramount, suburban house, thereby continuing to dominate control of the local theatre situation. The deal provides for an annual rental of $45,000 for 21 years.

"BUY RIGHT—BUT BUY NOW"

Vallee Elopes

WEST ORANGE, N. J.—Rudy Vallee, radio singer and former film star, was married to Fay Webb, erstwhile film actress, on Monday here. The pair eloped and held their marriage a secret until it became public yesterday.

"BUY RIGHT—BUT BUY NOW"

Nolan to St. Louis

ST. LOUIS—Ray Nolan has been appointed RKO Pathe branch manager here. He was transferred from Kansas City, his duties there being taken over by T. R. Thompson, former U. A. branch manager.

"BUY RIGHT—BUT BUY NOW"

Schnitzer Due Tomorrow

Joseph I. Schnitzer, president of Radio Pictures, arrives in New York from Hollywood Friday.

"BUY RIGHT—BUT BUY NOW"

Re-Signs Ruggles

Charles Ruggles yesterday signed a new contract with Paramount and leaves for the Coast within the next few days.

Entire Market Slightly Irregular

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅝	7⅛	7¼	.....	300
Consolidated Film Industries, pfd	14¼	14¼	14¼	+ ⅛	100
Eastman Kodak	146	141½	144½	—1¾	4,600
Fox Film "A"	19¼	18½	18⅝	— ⅜	6,800
General Theatre Equipment new	4¼	4⅛	4⅛	— ⅛	1,700
Loew's, Inc.	44⅞	42⅜	43½	— ¼	8,900
Loew's, Inc., pfd	87	87	87	—1	100
M-G-M, pfd	24¾	24¼	24¾	+ ¼	100
Paramount Publix	25¾	24¾	25	—1	8,200
Pathe Exchange	1¾	1½	1⅝	+ ⅛	1,000
Pathe Exchange "A"	7½	6⅞	6⅞	+ ½	3,100
RKO	15¼	14¼	14½	— ⅝	14,200
Warner Bros.	7⅝	7¼	7¼	— ¼	6,800

Curb Issues Off; C. P. vtc Drops 1⅛

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	10¾	10¾	10¾	—1⅛	300
Fox Theatres "A"	2⅞	2⅞	2⅞	— ⅛	200
General Theatre Equipment, pfd	8	7¾	8	.....	500
Sentry Safety Control	1⅛	1⅛	1⅛	.....	100
Trans Lux	5⅞	5⅝	5⅝	— ⅛	400

Bonds Also Erratic; P. F. L. Up 1⅞

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	39	39	39	— ½	2
Loew's 6s '41 ex war	98	98	98	.....	1
Paramount F. L. 6s '47	91	90	91	+1⅞	7
Paramount Publix 5½s, '50	82½	81¼	81¼	— ¾	5
Pathe 7s '37 ww	91	90½	90½	.....	5
Warner Bros. 6s '39 wd	41	40¾	41	+ ¼	40



Those far-sighted exhibitors who are getting behind the "Buy Now" campaign.

Sallies at Saal

"Lumiere discovered photography, Griffith the fade-out and Saal the chisel," wisecracked Al Lichtman to the obvious enjoyment of the crowd. "And as long as the memory of Saal remains in Publix will the heritage stay there."

Sales managers present who have had their moments making terms with Publix product deals went for this in a big way.

•

Said Al further:

"Saal's retirement from Publix is the emancipation of the sales manager. Not since Lee surrendered to Grant at Appomattox has there been greater hope held out for the South."

•

Sam Dembow said Bill had "worked for him, with him and against him" and told a parcel of choice stories about Saal in the days when Winnie Sheehan was sales manager for Fox, Dembow a field representative and Saal a buyer for E. H. Hulsey in Texas.

Herman Robbins, reposing in a corner of the East Ball Room, just laughed and laughed.

•

"Saal was the guy who developed the three manager plan for Publix," remarked "Bots." One to be there, one to be fired and one in reserve, was the way he described it.

•

"What a background he's had," said Lichtman of Saal, as the former turned to L. A. Young. "Better than any man I know in the business. First with Hulsey, then Steve Lynch and then Dembow—three gentlemen if I ever knew any," remarked Al sarcastically.

But the gang took it legitimately and illegimately. Which was exactly how Lichtman meant it.

•

"Bill is a young fellow with great ideas," Lichtman irrepressibly continued. "He'll make a great showman yet, if you have enough money to finance his ideas," he said, turning again to Young.

•

Grad Sears of First National was one of the sales executives who said he came because Saal was no longer with Publix.

•

It was really quite a dinner in view of the fact that Saal no longer buys pictures and sales managers can have nothing to sell him. A lot of those present got a real kick out of the thought that Saal, as a distributor, will know how hard the shoe can pinch.

WHY NOT MENTION NAMES MR. EDITOR?



"An American Tragedy"

(Paramount)

HOLLYWOOD—Tightened up considerably and previewed again, "An American Tragedy" emerges as a thundering, vital courtroom drama—unquestionably the most powerful ever presented on the talking screen.

Irving Pichel stands out for a remarkable characterization as the district attorney; so also does Charles Middleton as the lawyer for the defense. Phillips Holmes, in a genuinely repressed and appealing performance, has already been cited for his work.

The courtroom sequence, taking up the greater part of the picture, serves much more than the preceding action to tell Theodore Dreiser's story of the boy victim of America's social and industrial order. Whether or not the portrayal fully interprets the author's conception, and granting that various and much different treatments of the two volumes of the text were possible, the facts stands out that a most difficult joh of adaptation has been skilfully accomplished and a picture produced which is altogether to the credit and may prove to be a monument to the power and technique of talking pictures.

W. A. JOHNSTON

Looking 'Em Over

"A Woman of Experience"

(*RKO Pathe*)

The female spy story is at it again. But in the instance of "A Woman of Experience," the results are not at all fortunate.

A comparison between this, the first of the Helen Twelvetrees vehicles on the new RKO Pathe program, and Marlene Dietrich's "Dishonored" appears inevitable for both stories are cast in the same general mould. But where "Dishonored" had its Dietrich and Von Sternberg direction, "A Woman of Experience" has its Twelvetrees and Harry Joe Brown direction and, therefore, doesn't compare.

Miss Twelvetrees, with a checkered past, feels the bite of the patriotism bug and enlists in Austria's intelligence department. On her first assignment which calls for nabbing Lew Cody with the goods, she fails because she falls in love with William Bakewell and he with her.

Bakewell thinks her virginal, but apparently all of Vienna knew the truth, except the hero. At any rate, there are cross currents revolving around submarine duty, decorations for hero by the government while the girl gives herself to Cody in order to square herself with conscience and country. The story logically indicates her past is too spectacular for her to marry the boy, but she does nevertheless.

The dialogue is bad and the comedy element, dragged in by the nape of Zasu Pitts' neck, strained. Miss Twelvetrees, we believe, can do much better work when the odds are not stacked against her. They are here.

KANN

"BUY RIGHT—BUT BUY NOW"

"Salvation Nell"

(*Tiffany*)

Pre-war stuff with the action starting in 1912 and winding up in 1916. Relates story of an orphan waitress who falls for the irresponsible inebriate, Ralph Graves, and is seduced by him. Taking advantage of the situation, Graves sponges on her and when he kills Mooney, who has been forcing his attentions on the girl, she is left penniless, as he is sent to the big house for a five-year stretch. Homeless, she joins the Salvation Army and rears her child. When Graves leaves the pen, he hunts her, claims her as his sweetheart, but refuses to back out of a hold-up in which he has agreed to partake. She even tries to sway him by passion, but he sees through her scheme and he leaves the flat after socking her on the jaw.

The preachments of Salvation Nell win out that very night and he ultimately decides to tread the straight and narrow. Helen Chandler takes the name role in this James Cruze production. Sally O'Neill plays a small part as Myrtle, who is "out for fun and going to get paid for it." James Cruze directed this Edward B. Sheldon play which drew applause from a part of the audience at the Beacon yesterday.

"BUY RIGHT—BUT BUY NOW"

'Hell Bent for Frisco'

(*Sono Art-World Wide*)

A Thrill-O-Drama dealing with a reporter on a Los Angeles paper solving the mysterious death of his pal and brother of the girl he has taken a liking to. The newspaper angle is well played up as is the racketeering business. Charles Delaney portrays the news hound, while Vera Reynolds takes off the part of his pal's sister. William Desmond is the editor and Wesley Barry comes in for a small role as a newsboy. The story deals with Reynolds' brother being shot while in an auto race because he would find out too much if put to work by his sister's sweetheart. Delaney discovers the truth of the mysterious death of his pal and it isn't long before he learns that Vera Reynolds' sweetheart is the figure behind the murder. In clearing up the mystery Delaney not only scoops all other papers, but also takes his pal's sister for another scoop.

"Honeymoon Lane"

(Paramount)

HOLLYWOOD—If some producer in this village does not discover in Ray Dooley, discovered years ago by us Follies and vaudeville fans, a candidate for one of America's favorite screen comediennes, than that is what's wrong with pictures.

"Honeymoon Lane" reveals the secret and several southern California preview audiences have confirmed the suspicion we old timers have harbored for years; namely, that Ray is very funny and very clever.

Eddie Dowling and Ray Dooley, in spite of amateurish cutting which fails to fully cash in upon their respective talents, have been co-featured in a thoroughly entertaining comedy-romance which should please plenty of folk from Broadway, Manhattan, to Broadway, Los Angeles.

The comedy sequences are gleefully supported by the splendid work of Raymond Hatton, George Kotsonaros and Adolph Millar, with Armand Kaliz and Noah Beery turning in excellent performances.

It is the last picture by William J. Craft, who died a few days after its completion. It is wholesome entertainment with plenty of light romance and clean fun for most anyone.

LEO MEEHAN

Paramount Goes Into S-W Houses July 24

(*Continued from page* 1)

split over a year ago, on July 24. The first of the 35 Paramount pictures will be "The Smiling Lieutenant," booked for the Stanley Theatre. It is rumored that later in the season the Boyd will reopen to show many of the company's films.

In the meantime, it is understood that Keith's, operated by A. R. Boyd for the past year as the Paramount first-run house, will close in August. Future disposition of the house is uncertain, though it is believed that the lease, which has a year to run before it returns to the Shuberts, will be taken over by Stanley-Warner. Lack of a cooling system has been affecting the theatre lately and it is hardly likely that Stanley-Warner would try to operate it for the rest of the summer.

Though Stanley-Warner has taken the largest percentage of the Paramount picture schedule, this company will still continue to deal with independents for the thirty-odd pictures left on the schedule, a much different arrangement than the one which preceded the split.

"BUY RIGHT—BUT BUY NOW"

Changes Name

WILMINGTON—The Pathe Film Manufacturing Corporation has changed its name to DuPont Film Manufacturing Corporation.

"BUY RIGHT—BUT BUY NOW"

Contract for William

HOLLYWOOD—Warren William, screen recruit from the legitimate, now has a five-year Warner-First National contract. Warner scouts saw him in the stage production of "The Vinegar Tree" on Broadway.

"U" to Spend Million More on Production

(*Continued from page* 1)

erful influence in restoring international confidence and national prosperity," said Laemmle. "If that is so, there are going to be a great many more people who will be able and willing to spend money for amusements. Exhibitors will be able to take in more money. They will need more elaborate and better produced pictures.

"Universal will be prepared to satisfy this demand. I am determined to spare no effort or money which will make those pictures thoroughly worthy of their audience. I have apportioned this extra insurance of success among the pictures in the schedule which seem already to have the widest possibilities of success."

"BUY RIGHT—BUT BUY NOW"

Eldridge Closing Three

Harold Eldridge will close three of his Brooklyn theatres for the summer—the Avon, Garfield and 16th Street. The Bluebird will be kept open on a ten-cent matinee policy.

Texas Exhibs Here To Purchase Product

Dave Bershon, representing Hughes-Franklin, of Los Angeles, accompanied by Harold Robb and Ed. Rowley, of the Robb & Rowley Circuit, of Texas, reached the city Tuesday on business connected with the circuit, which has been acquired by the Franklin and Hughes interests. In the party was Fred M. Jack, manager of the Warners-First National exchange in Dallas.

The object of the trip is in connection with First National franchises, the party going into a long conference with Gradwell L. Sears, Western general sales manager for Warners-First National.

"BUY RIGHT—BUT BUY NOW"

Robinson Is Chaney Successor—Milder

LONDON—Warners have discovered in Edward G. Robinson a successor to Lon Chaney, states Max Milder upon his arrival here to take over Warner-First National sales in England.

Combine Report Cue For Flag-Waving

(*Continued from page* 1)

are calling for greater support of English pictures.

Opinion continues to vary locally on the aftermath of the findings. William Brady, owner of the Madison Theatre, believes the Government now will probably pass regulations controlling the industry and that the findings set up a clear case for the independents. He is the son of J. C. Brady, for years president of the Canadian M. P. T. O.

Colonel John A. Cooper's statement on behalf of the Motion Picture Distributors and Exhibitors Association, declares seven and one-half per cent of all pictures handled in Canada are British, a figure that, he states, is equal to quota requirements in England. Cooper does not deny "a normal connection" exists with the Hays organization, but says White ignored the fact the Canadian association was in existence several years before the Hays group got under way.

Toronto newspapers make a point of the manner in which the report censured N. L. Nathanson, although he was not heard at the inquiry and is now practically inactive in the business.

The White report reveals an interesting sidelight—that of the 1,108 theatres in Canada 809 are owned individually, and that the remaining 299 are in circuits of three or more.

"BUY RIGHT—BUT BUY NOW"

Headliner in Beacon

"Women Men Marry," Headline production, goes into the Beacon Friday for a week's run.

"Long Legs," "Free Soul" Cincy Highs

CINCINNATI—Despite some of the hottest weather on record, individual grosses took a decided jump for the week with the exception of the RKO Capitol, which fell considerably short of average with "Transgression." Otherwise, all houses showed plus signs in their averages.

Business as a whole was approximately 13 per cent ahead of the previous week, while the total figures showed an increase of about ten per cent over the combined average.

"Daddy Long Legs" at the RKO Palace took the big money, topping par by $3,492 with an intake of $17,492. The RKO Lyric with "A Free Soul" was a close second, however, the total strips showing $15,130, giving the house an overage of $3,130. The picture is being held over a second week.

Estimated takings for the week ending July 3 and year-round averages:

"MEET THE WIFE" (Col.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,750. (Average, $4,500.)

"THE IRON MAN" (Univ.)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville. **Gross:** $23,245. (Average, $22,000.)

"TRANSGRESSION" (Radio)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $10,319. (Average, $13,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,470. (Average, $1,950.)

"SHIPMATES" (M-G-M)
RKO FAMILY—(1,140), second run, 20c-25c-35c, 3 days. **Gross:** $1,330. (Average, $1,050.)

"A FREE SOUL" (M-G-M)
RKO LYRIC—(1,400), 30c-50c, 7 days, plus Saturday midnight show. **Gross:** $15,130. (Average, $12,000.)

"DADDY LONG LEGS" (Fox)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $17,492. (Average, $14,000.)

"LAUGH AND GET RICH" (Radio)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,200. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

K. C. Judge Upholds Peaceful Picketing

(*Continued from page* 1)

strain the operators' union from picketing in front of the Art Theatre, Kansas City, Kas., a suburban house.

"Under the law a union cannot be enjoined from picketing as long as it is done in a peaceful manner," the judge declared.

Last week the Supreme Court in Rhode Island held that picketing was illegal.

"BUY RIGHT—BUT BUY NOW"

N. J. Operators Wage 35% of House Takes

(*Continued from page* 1)

running as high as 35 per cent of the receipts.

Plans are understood under way to break away from the Newark local and hire projectionists of the Brotherhood Operators' Union, which asks for only one man in a booth and a lower wage scale.

Hudson County exhibitors may go for the new union, but no action is expected until Essex County exhibitors decide on the new affiliation move.

Morris Crew Landing "Buy Now" Deals

(*Continued from page* 1)

ley Theatres, Inc.; Hayward, Hayward Theatres, Inc.; Strand, Merced, Merced Theatres Co.; State, Hollister, Hollister, Golden State Theatres, Inc.; Palace, San Leandro, San Leandro Theatres, Inc.; Milano, San Francisco, North Beach Theatres, Inc.; Daly, San Francisco, Excelsior Amusement Co., Inc.; Parkside, San Francisco, Golden State Theatres and Realty Corp.; Monterey, Monterey, Monterey Theatres Co.; Granada, Oakland, Monarch Theatres Co., Inc.; Lincoln, Oakland, West Oakland Theatres Co., Inc.; Irving, San Francisco, Irving Theatres and Realty Corp.; Excelsior, San Francisco, Excelsior Amusement Co., Inc.; Riviera, San Francisco, Buena Vista Theatre Corp.; Uptown, San Francisco, Republic Theatres Co., Inc.; Haight, San Francisco, Fairmount Theatre Co.; New Rialto, San Francisco, S. F. Wigman Theatres Co.; Palmer, San Francisco, Palmer Theatre Co.; Independent booking, Courtland Theatre, San Francisco, Mrs. B. Feld; Belmont Shores, Long Beach, Woolworth Bros.

Minnesota

Rex, Winthrop, H. Pirsch; Alhambra, Minneapolis, Harry Dickerman; Cozy, Wadena, J. C. Quincer; Eagle, Eagle Bend, Ralph Orr.

Nebraska

Nebraskan, West Point, West Point Theatres, Inc., Delmar, Morrill, W. H. Sayre.

Ohio

State, Akron; the Romwebber Co.; Dreamland, Elyria, John Pekras; Lyric, Toledo, The Southway Co.; Superior, Toledo, the Superior Theatre Co.; Strand, Toledo, Toledo Strand Theatre Co.

Oregon

Holly, Medford, Pacific Theatres, Inc.; Lyric, Huntington, F. Geddes; McHaley, John Day (name of town), Flora C. McHaley.

Pennsylvania

Byrd, Philadelphia; Keystone, Philadelphia; Royal, Philadelphia; Ruby, Philadelphia; State, Milton; Berwyn, Berwyn.

Washington

Melodian, Cheney, Lulu Neilson; Ellensburg, Ellensburg, Elbe Theatre Co., Inc.; Rose, Roslyn, Kittitas Theatre Co., Inc.; Lane, Ole Elum, Kittitas Theatre Co., Inc.

Wisconsin

Badger, Merrill, C. H. Stange; Vista, Mukwonago Paul Nowaiske; Ellesworth, Ellesworth, Conrad Mohr; Rex, Glidden, Conrad Mohr.

Sparks, Shirley Visit N. Y. to "Buy Now"

E. J. Sparks, head of the Sparks Enterprises in Florida, and Frank Rogers, general manager of the circuit, spent yesterday at the Warner-First National office going over product for next season.

"When we see something good we are grabbing it without delay," said Rogers. "Hesitancy is dangerous and we are buying now."

Another visitor was William M. Shirley, president of the Farash Theatre Corp., operating in New York State.

"I am tieing up my programs for the summer," said Shirley, "and, having been one of the early franchise holders in First National, I continue to have a leaning toward that company.

"No, sir, I have no kicks on business, the weather or anything else. I refused to take the offered cut in salaries by my operating forces. I am paying full salaries to all my people and keeping out of the red."

"BUY RIGHT—BUT BUY NOW"

Young on Para. Lot

HOLLYWOOD—Waldemar Young has signed a contract as Paramount screen writer. He has just completed "Penrod and Son" for First National.

Oh, Yeah?

MINNEAPOLIS—"Up for Murder" gets a slight black eye in the *Journal* review by Merle Potter because it presents a reporter constantly intoxicated. Potter insists they have their sober moments.

Fox's 13 Week Net Drops $3,231,514

(*Continued from page* 1)

trolled and affiliated companies. Total income from all sources was $25,458,223 against $26,975,744 for the identical period of last year. Total expenses were $23,105,235 which compares with $22,439,527 for the 1930 period.

Income available for interest requirements of the parent company and Federal income taxes was $2,352,988, against $4,356,218. Interest requirements on the one-year 6 per cent. gold notes of Fox Film and amortization of discount and expenses totaled in the 1931 quarter, $1,228,284.

The increase in operating expenses of theatres and exchanges, the company says, was occasioned by the fact that the 1931 quarter includes acquisition of 70 theatres, expenses and receipts of which appear in the 1931 quarter but not in the 1930 quarter. The $1,228,284 for interest and amortization of discount and expenses appears only in the 1931 quarter.

3 Months' Net for G. T. E. $898,710

Consolidated and condensed statement of profit and loss of General Theatres Equipment, Inc., for the three months' period ended March 31, 1931, shows net sales and other revenue of $3,157,750. After cost of sales, general and administrative expenses, depreciation, totaling $2,908,367, there was net income of subsidiary companies of $249,382.

Income from dividends on Fox Film Class A and B stocks amounted to $1,372,601. Total income of General Theatres, exclusive of its equity in the undistributed earnings of non-consolidated controlled companies was $1,621,983. After interest charges and amortization of debt discount and expense, amounting to $723,273, there remained net income applicable to preferred and common stocks of General Theatres, exclusive of its equity in the undistributed earnings of non-consolidated controlled companies of $898,710.

No comparison with the March 31, 1930 results was made public due to acquisitions made in 1930.

"BUY RIGHT—BUT BUY NOW"

Eddie Cline to Make Para. Shorts in N. Y.

Edward Cline has been appointed producer of shorts at Paramount's New York studio.

The 1931-32 program calls for 20 two-reelers and will be the first of the slap-stick type to be produced by the Paramount Eastern studio since it opened. Working with Cline on the production of the one and two-reels are Aubrey Scotto, Ray Cozine, Al Ray and Casey Robinson, as directors.

Crisis Faces Trade in Fall, Says Johnston

(*Continued from page* 1)

of all is it intended as such. The writer, in the past eighteen years, has seen many a scare and at times a crisis, out of which the profitable business tramped triumphantly on with only a memory of some huge shadows on the wall.

"But we are not facing shadows this year of 1931. We are facing large economic facts."

Tracing the developments of the business during the last six years, Johnston points out that in 1925 theatre receipts began creeping down and production costs upward until they came close to each other. Just as the lines seemed to cross came the talkers and theatre receipts shot upward to such a point that throughout 1929 the theatres reaped a harvest.

"This continued into 1930," he adds, "and then the two lines began to resume their normal directions; theatre receipts downward; productions costs upward.

"Have the lines now crossed?

"This highly important question may well be argued. And that the summer slump is here, with a record-breaking number of closed houses, is a heavy factor.

"But the plain facts to consider are these: If the lines have crossed we are for the first time in picture history in a definite loss area; and if they have not crossed as yet, they are certainly pointed to cross unless something radical happens.

"An executive, whose judgment should rank highest, stated this spring that unless theatre receipts bounded upward with a vim in the fall—and kept up—the industry would face its great crisis.

"That seems logical. This is no time for gloom. But, also, it is no time for thin optimism, for blind hopefulness that things will somehow right themselves and that the Great God of the Movies will continue to beam his rosy blessings and condone glaring inefficiency, opportunism and heartless extravagance.

"Hollywood is facing today a mighty responsibility. The studios are owned by the New York companies and the New York companies are owned by nationwide stockholders. A family can wreck its own house, if it will, but not the other fellow's. Men have no business at the head of studio affairs today unless they can prove their ability without politics and without luck. The business of production is calling for man power as never before. If it doesn't get it, production will fail and the test is right here, *now.*"

"BUY RIGHT—BUT BUY NOW"

Two Theatres Burned

SPENCER, IA.—Two Finkelstein houses were destroyed in the fire which burned the entire business district with an estimated $3,000,000 loss. Blaze was started by a small boy and some firecrackers.

"BUY RIGHT—BUT BUY NOW"

Lotta Visits Chicago

CHICAGO—C. J. Lotta, Warner zone manager, in charge of 33 Ohio theatres, arrived here this week for business conferences.

CHEVALIER-LUBITSCH HIT, "THE SMILING LIEUTENANT", IN 3rd S. R. O. MONTH AT $2 CRITERION, N. Y., PICKED FOR 2-A-DAY RUN AT CARTHAY CIRCLE, LOS ANGELES.

With CLAUDETTE COLBERT, CHARLIE RUGGLES, MIRIAM HOPKINS. Music by OSCAR STRAUS. ***What a show!***

Smash opening at long run United Artists Theatre, Chicago, brings record crowds and raving reviews!



PARAMOUNT

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 34 NEW YORK, FRIDAY, JULY 10, 1931 TEN CENTS

N.W. Showmen Charge M-G-M Favors Publix

Gives 45 Days' Protection Regardless of Zones?

MINNEAPOLIS—The Northwest Exhibitors' Association is in a stew. W. H. Workman, local M-G-M manager, it asserts, has informed members that the company will not release new pictures to independent exhibitors prior to October 15 because of an arrangement giving Publix 45 days exclusive right to book.

The exhibitor unit claims that this applies not only to Minneapolis, but to all towns and cities served from this exchange center, no matter how many miles removed from the nearest Publix house.

Al Steffes, in particular, is bothered about this. "This, in my opinion," he

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

35 N.Y. Houses Buy RKO's "Right Now"

In addition to Louis Frisch and Sam Rinzler signing for RKO product for 15 Brooklyn theatres, about 20 independent houses in Greater New York have put signatures on the dotted line for the company's product.

The "Buy Right—But Buy Now" spirit has proved to Jack Ellis, man-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Seattle Seating Is 33% Below Normal

SEATTLE—This city today has 33 1/3 per cent fewer first run seats than it had just six months ago.

At that time there were approximately 15,000 seats in seven downtown first run houses—8,350 belonging to

(*Continued on page 6*)

On Ball Bearings

A certain publicity man around town was hired, fired and re-hired—all in a couple of months by a company where changes are frequent.

"Go on back to work," said the head of the department one day. "You're in again. Take your old office."

"Not before you put in revolving doors," shot back the p.a.

He knew.

30-Day Director-Writer Pact Plan to Result in Fireworks

Think Right!

SOME exhibitors in Minneapolis and environs appear to be unduly excited about the "Buy Right — But Buy Now" campaign which *Motion Picture Daily* and its companion publications in the Quigley group are conducting.

They are endeavoring to discount it by charging the genesis of the idea sprang from distributor suggestion. Discount it they may, if they so elect; but to bandy about charges that the movement is "inspired" is something these men have no privilege to do when they don't know what they are talking about.

The "Buy Right—But Buy Now" idea is a *Motion Picture Daily* development, fostered by this publication and extended to the entire Quigley group as an institutional editorial policy for that group. The purpose is to create excitement in the exhibitor mind in the hope that he will *buy right, but buy now*, thereby maintaining a normal course in business and avoiding intertrade stagnation.

That's all there is to it. Innuendoes and suppositions don't belong, because there are none.

KANN

HOLLYWOOD—If the studios here proceed with a reported plan to drop long-term contracts with directors and writers in favor of a system which would place them on a 30-day basis with the usual options, there will probably be plenty of fireworks decorating the horizon shortly.

It is reported that Joseph I. Schnitzer, who arrives in New York today, has informed RKO directors and writers that this is the new order of the day and that all other studios with the exception of Paramount, may be expected to follow through.

How rapidly such a plan, if it does develop, can be made effective is something that interests those familiar with its reported intent. On the Radio lot, for instance, Herbert Brenon and Paul H. Sloane recently signed new contracts on the old, long-term basis. On other lots, there are both directors and writers operating under existing agreements which vary considerably in time.

"BUY RIGHT—BUT BUY NOW"

F.W.C.--U.A. War at End; Signing Truce

They started the war on the Coast, but they'll sign the treaty in New York.

That's the way the United Artists-Fox West Coast scrap looks from present indications. Negotiations are under way between Al Lichtman, general sales manager of United Ar-

(*Continued on page 6*)

"BUY NOW" SALES

Charles Rosenzweig, sales manager for Radio, opined yesterday that there was plenty to this "Buy Right—But Buy Now" campaign. Off his desk and pretty much picked at random were these deals for the 1931-1932 line-up:

The Malco Theatres, headed by M. A. Lightman, which operate in 10 Arkansas and Tennessee towns.

The McFarland circuit in eight Michigan towns.

The Memphis Theatre and Equipment circuit in Tennessee and Arkansas. The Butterfield circuit, operating in a raft of Michigan towns.

More grins over at Warner-First National yesterday and more enthusiasms for the "Buy Right—But Buy Now" movement.

Turned into the home office by the selling crew in the field are the following new contracts:

Empire Theatre, Pt. Henry, N. Y., C. V. Deny; New, Hoosic Falls, N. Y., C. V. Deny; Amendola, Niagara Falls, N. Y., John Amendola; Apollo, Chester, Pa., Mack Amusement Corp.; Strand, Chester, Pa., Mack Theatres, Inc.; Manor, Croydon, Pa., G. W. Miller; Majestic, Shamokin, Pa., Higgins Enterprises, Inc.; Aladdin, Cocoa, Florida, F. W. Bryan; Music Hall, Plymouth, N. H., W. Buckley; Indiana State, Lafayette, Ind., Col. Zelmer; Roxy, Boswell, Ind., Boswell Amuse. Co., Inc.; New, Dewitt, Ark., Wilson and Elliott; Princess, Humbolt, Tenn., J. F. Lowrance; Strand, Tupelo,

(*Continued on page 6*)

Can't Reduce Service Fees, Erpi Asserts

Price Cuts Mean Loss In Quality, Claim

Service charges must remain as is, insofar as Erpi is concerned, if circuits and independent theatre operators want to maintain the present level in reproduction quality.

In these days of economy and waste elimination, circuit heads are reported to have gone over the items on their operating cost sheets which deal with service maintenance and to have come to the conclusion that something should be done about it.

At Erpi, however, the circuit inclination toward cuts doesn't set any too well. There can be a downward

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Only One Operator For Cincy Suburbans

CINCINNATI—Acting on precedents established in other key situations, suburban exhibitors will insist on dispensing with one of the two operators now employed in booths, when the present two-year agreement expires on August 31.

Exhibitors point out that when the

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Darrow Will Combat N.Y. Censor Deletions

Clarence Darrow is set to fight the new deletions ordered by the New York censor board from "The Mystery of Life," which include pictures of the human embryo and of a child nursing at its mother's breast. In defense, Darrow states "I suppose these censors will make a crusade against the Madonna who is shown nursing the holy infant in all churches, art

(*Continued on page 6*)

The Breakdown

"I hear So-and-So is out," remarked a certain somebody yesterday.

"That's a good job, too. It should pay about $400 a week," replied somebody else.

"Yes," answered the first somebody, "Three hundred and ninety-five for grief and $5 for work."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 10, 1931 No. 34

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Silents Destroyed in Frisco Studio Fire

SAN RAFAEL, Calif.—The explosion of fire which destroyed the old California Motion Picture Corp. plant here meant the destruction also of several films, including "Salvation Nell," "Mrs. Wiggs of the Cabbage Patch," "The Unwritten Law" and "Salomy Jane," it was learned.

The company, also known as the Beatriz Michelena Motion Picture Co., featured films starring Beatriz Michelena, wife of George Middleton, San Francisco and San Rafael clubman and producer. The actress is now touring Europe with an operatic company.

"BUY RIGHT—BUT BUY NOW"

D. W. Griffith Starts On "The Struggle"

D. W. Griffith has begun direction of "The Struggle," from an original story by John Emerson and Anita Loos, at the Audio Cinema studio in New York. Hal Skelly and Zita Johann head the cast.

Griffith's staff includes Richard Blaydon, assistant director; Joe Ruttenberg, in charge of photography; Raymond A. Klune, production manager, and Vivian M. Moses, publicity and advertising director.

"BUY RIGHT—BUT BUY NOW"

Goetz Back to Chi

CHICAGO—L. E. Goetz, independent producer-distributor, will close his New York office in the near future. Goetz's company will return to its former headquarters here at 810 South Wabash Ave.

"BUY RIGHT—BUT BUY NOW"

Sobler Gets Post

HOLLYWOOD — Benedict Sobler has been appointed manager of the Hughes-Franklin Studio Theatre.

"BUY RIGHT—BUT BUY NOW"

Releases "Dreyfus"

Columbia has completed negotiations for the release of "The Dreyfus Case," produced abroad.

"BUY RIGHT—BUT BUY NOW"

Lily Damita Sailing

Lily Damita gangplanks it from New York to Paris tomorrow. Vacation business.

Off the Record

THEY have a system over at Warners and it covers that company's as well as First National's product.

All pictures received from the Coast are hurried into the projection room, previewed and criticized. If a consensus of opinion holds that improvements can be made, Harry M. Warner takes a special looksee and returns the negative to the studio for this or that by way of brushing up.

●

It can't always be done, particularly when release dates sneak up on pictures. But, as a general procedure, this course is followed. The Warners are keen for the idea and declare it usually works out for the general good.

●

It can't be proved, but several New York executives guardedly expressed the opinion yesterday that there was much of a political slant behind that White report—the one which holds a combine exists in Canada. One opinion had it that those portions of the report which dwelt on the possibilities of British pictures in the Dominion were significant and might explain the cracks taken at practically every American distributor doing business up above the line.

●

A certain general manager of a big independent circuit is on the spot by a big distributing company. Who is the man and which is the company? And why?

●

Paramount is not hiring extra help to fill in while regular employes are vacationing this year. All are getting vacations and there's a lot of doubling up on part of those not away.

●

That Louis Frisch deal for the remaining Fox Brooklyn theatres is nearing completion and is expected to be closed within another week. Just a few more details to be ironed out and it'll be over. Sam Rinzler, supervisor of those houses under the Fox regime, may finally get his wish and quit since there won't be any reason for Harry Arthur to refuse his resignation this time.

●

Two writers were approached by a certain agent to write the scenario for a contemplated cigarette mystery serial, but after thinking it over dropped negotiations because of the advertising angle involved.

●

Reports yesterday were current on the Rialto that Joe Hornstein and Sol Brill were linking with a third partner to buy the Continental Theatre Accessories, New York branch, in the Warner Building. Warners laughed the matter off, stating there's no truth to the rumors.

●

"M. E. Comerford and William M. Vogel present," reads the main title of "Honeymoon Lane." Eddie Dowling made the picture for Paramount distribution.

●

This is the first time in his long career, so far as the collective minds of the *Off-the-Record* chroniclers could recall on a sultry afternoon, that Mike Comerford has figured in production.

General Market Advances; Loew's Up 1

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7¼	8	+ ¾	700
Consolidated Film Industries, pfd	14¼	14¼	14¼	.....	200
Eastman Kodak	145¼	142	144½	.....	2,100
Fox Film "A"	18¾	17	17¾	−1¼	17,500
General Theatre Equipment new	4¼	4	4	− ⅛	16,700
Loew's, Inc	44¾	43⅜	44½	+1	5,000
Paramount Publix	25¼	24⅝	25¼	+ ¼	6,500
Pathe Exchange	1⅞	1⅝	1⅞	+ ¼	1,600
Pathe Exchange "A"	8¼	7	7⅞	+1	7,800
RKO	15⅛	14½	14⅝	+ ⅛	9,300
Warner Bros.	7¾	7¼	7⅜	+ ⅛	10,400
Warner Bros., pfd	17⅛	17⅛	17⅛	− ¾	200

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	3	2⅞	3	+ ⅛	400
General Theatre Equipment, pfd	7⅝	7	7	−1	700
Trans Lux	5½	5½	5½	− ⅛	100

Bond List Also Irregular; Pathe Gains 1

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	39½	37¼	38	−1	11
Loew's 6s '41 ex war	98	98	98	.....	1
Paramount Broadway 5½s '51	102¼	101½	101½	−1¼	5
Paramount F. L. 6s '47	89½	89½	89½	−1½	2
Paramount Publix 5½s, '50	81¼	81¼	81¼	.....	3
Pathe 7s '37 ww	91½	91	91½	+1	11
Warner Bros. 6s '39 wd	41	40⅝	41	.....	18

Give a ... to-

Messrs. Pettijohn and Milliken for urging the Coast to fight clear of sex titles.

Dubinskys Operate Two Publix Theatres

KANSAS CITY—Dubinsky Bros. have taken over the operation of the Newman and Royal, Publix houses, and shifted their Liberty to a first run de luxe house. The Liberty, which is next door to the Newman, formerly was a second run grind. The Royal, which has been a first run house, will become a grind house.

The Newman and Liberty have changed their opening days to Sunday, a practice which has been missing from first runs here for several years.

"BUY RIGHT—BUT BUY NOW"

Pay Too Low, Mike Out of AMPA Race

Members of the A. M. P. A. will meet within the next few weeks to elect a nominating committee which will name new officers for the ensuing year. While no date has yet been definitely set, it is expected that luncheons will be resumed after that. Mike Simmons does not expect to run again for office because the pay is too infinitesimal.

"BUY RIGHT—BUT BUY NOW"

Coming and Going

Norman Moray, Vitaphone sales manager, returned to New York yesterday after a short jaunt below the Mason and Dixon line. Someone asked him if it was hot in Washington. In answer he uttered something that sounded like "Hell!"

Harry Rosenquest, of the Vitaphone sales staff, left yesterday for Binghamton and points along the Delaware, Lackawanna and Western.

"BUY RIGHT—BUT BUY NOW"

Ready for Shooting

Alterations and additions at the Vitaphone plant in Brooklyn are expected to be completed by July 27, at which time production will be resumed there with "Lucky Thirteen" the first.

"BUY RIGHT—BUT BUY NOW"

Arliss at Hollywood

The Hollywood Theatre reopens next month with George Arliss in "Alexander Hamilton."

"BUY RIGHT—BUT BUY NOW"

Rath Out; Cobb In

F. Heath Cobb succeeded Fred Rath yesterday in the Columbia advertising department.

WANTED

Experienced Advertising and Exploitation Man to handle trade paper advertising. State experience and salary.
Address Box 110,
MOTION PICTURE DAILY
1790 Broadway, New York

Lifetime Job

Albany—Harry Brooks, of Troy, N. Y., seems to have a lifelong job wished on him, and doesn't have so much as a single word to say about it. All of which leads up to the fact that Brooks has just been elected for the 21st consecutive time to the office of president of the M.P.M.O.P. union. And that's some record.

And yet another operator in Troy, Al LeMay, has also been elected for the twenty-first time as secretary of the organization which Brooks has so long headed. Needless to say, they have the routine on their finger tips and if the members have anything to say about it, and they apparently have, these two men are going to keep right on serving as officers of the Troy local for some years to come.

Chaplin Gets $78,400 In 5-Week Frisco Run

San Francisco—"City Lights," which opened the new United Artists' theatre here, grossed $78,400 in five weeks. The first two weeks of the picture brought practically capacity business, and the balance of the run rang up healthy grosses. The following is the record of the receipts by weeks:

First week, $22,000.
Second week, $19,000.
Third week, $13,500.
Fourth week, $12,500.
Fifth week, $11,400.

At this rate, considering that the house has only a 1,200 seating capacity and a 60-cent top price, the picture could have easily gone several more weeks. However the second-runs in this territory will be able now to gross heavy business as a result of the short premiere run here.

Douglas Fairbanks in "Reaching for the Moon," the second U.A. vehicle, opened to capacity business.

"BUY RIGHT—BUT BUY NOW"

Buys Ohio House

Plymouth, O.—Joseph Hickman of Cleveland has leased the Deisler, which has been closed since the death of Reuben Deisler, owner, two years ago. Western Electric sound equipment is being installed, and other improvements are being made after which the house will reopen under name of the Plymouth.

Hickman is also negotiating for the Karolyn, at New London, Ohio, which will be equipped with sound and extensively remodeled.

"BUY RIGHT—BUT BUY NOW"

Renovate Pastime

Berea, O.—H. A. Flynn is renovating the Pastime, installing new chairs, screen, projection machines, drapes and a new RCA sound equipment. National Theatre Supply is doing the redecorating and refurnishing.

"BUY RIGHT—BUT BUY NOW"

Handle Gibson Films

Cleveland—Selected Pictures will distribute in Ohio a series of six Hoot Gibson pictures made by M. H. Hoffman, Jr. for Ained Pictures Corp. Fred Schram and Nate Schultz negotiated the deal.

Purely Personal

Mike Simmons in his snappy magazine, "Buzz Saw," makes the mad assertions that "Selling is the genius of modern civilization" and that "Civilization is merely proper merchandise." Put those in the book. And you should read Mike's printed comments on his own "First Aid." Sezze: "Sizzles with story appeal...gripping story... brought a grateful reaction from the audience ...Mike had no reason to be ashamed ...his colleagues are all proud of him." Haw!

Gerald Wynne of the Sono Art-World Wide-Educational, etc., outfit, has an Oxford accent; Lou Lifton laughs at everybody's jokes but tells none of his own; Joe Hesse is wild about flowers; Peggy Spargo is the favorite crush of the trade paper boys; Joe Rivkin stutters when he's calm, but talks smoothly when he's excited; Bob Doidge resembles Paul Whiteman—in the scalp, not in girth.

Cynthia B. Mantell, daughter of Edmund Mantell, owner of the Star and Ritz, Bronx, was married last Sunday to G. M. Rosenbloom of Stamford, Conn. The couple are now at Yellowstone Park. The groom is headed straight for the exhibitor business when he returns.

Harry Huffman, president of the Rocky Mountain Theatre Owners' Association and owner of several Denver theatres, has returned home with Mrs. Huffman from a trip to New York and through the Canal to California.

Cecil E. Maberry, formerly with Columbia and now operating two theatres in Missouri and one in Kentucky, arrived in town Monday to purchase product for his houses. He's at the Park Central.

Gus Schlesinger, back from a long stay in Berlin, visited the Motion Picture Club yesterday and shook welcoming hands at tables clear around the restaurant.

Al Selig's new Ford is equipped with shock absorbers and a lot of other de luxe trappings. Al is doing his first driving since Hollywood and ten years ago.

J. F. McAloon, western sales manager for RKO Pathe, who is on a tour of exchanges, is at present in Minneapolis. He will return to New York July 13.

George Bilson is off on his annual vacation the end of the week. The place is Meenahga Lodge, two miles from Ellenville in New York's Catskills.

Ben Roman has resigned as New York manager of Federal Checking Service.

"Dutch" Frank, New York independent exchange owner, is producing a series of kid pictures, the first of which will be "Alice in Wonderland."

A. H. Eichenberg, assistant manager of the Denver in Denver, has resigned to enter business with his father in Kansas City.

Moe Goldman of Judea, back from that European jaunt, is telling all about that pinch he had to experience in Spain.

Frank Price, Jr., manager of the Rivoli, Baltimore, has been installed as president of the Advertising Club of Baltimore.

Dorothy Liftman is Hal Hodes' new secretary at Columbia. She was formerly with Warner-First National.

Dorothy Brockman, cashier of the Rialto in Denver, has just changed her name to Mrs. Howard E. Simpson.

Moe Streimer, U.A. New York branch manager, has returned from a Bermuda vacation. He insists there are no onions down that way.

J. Roy Young, of Kansas City and Emmert D. Nash of Sioux Falls have been elected to Paramount's 100 per cent club.

Al Blofson, former Tiffany New York manager, trekking Seventh Ave. yesterday and not bothered by the heat.

Paul Burger is on the road again. Yesterday he was in Washington, but only the Lord and those at U.A. know where he is today.

"Skip" Weshner, advertising director of Warner Theatres, is holidaying for a couple of weeks.

Jimmy Grainger is doing his usual Pullman stunt this week. Arrives back in New York Monday.

Louis Kutinsky, just back from a trip, leaves shortly for Texas to negotiate RKO deals.

Harry Suchman, former indie exhibitor, gave the Film Curb the once over the other day.

Lester Ring of Stanley Frame is wearing a red tie these days to match his sunburn.

Charlie Einfeld will week-end it this year. No regulation vacation for him.

Sidney Samuelson headed the group of Jersey exhibitors on that boat ride yesterday.

Larry Flynn of Paramount's transportation department has entered the benedict category.

Jesse Levine has joined the Universal sales staff in Philadelphia.

Harry Gold doesn't take to Old Golds. He prefers U.A.'s.

"BUY RIGHT—BUT BUY NOW"

Sues for Eviction

Columbus, O.—Loew's Broad, together with Carl Dennis, policeman, were made co-defendants in a $5,000 damage suit filed by Harry M. Abgarian, 69, who alleges he was evicted from the theatre on May 2, and arrested on a charge of blocking an aisle.

"BUY RIGHT—BUT BUY NOW"

Ruth's Next Paramount

Hollywood—Paramount announces that Ruth Chatterton's next vehicle will be "The Second Life," which should settle the gossip about her future affiliations for a few days.

Chiseling

Omaha—RKO Orpheum chiseled in on a Paramount gag when it sprang a stage wedding the night before "I Take This Woman" opened at the World. Local house had made plans for several weeks for the footlight ceremony.

Both houses fought it out in their ads. Both got packed houses.

Joe E. Brown made a personal appearance at the Paramount on the opening night of "The Man In Possession." Brown and company were en route to Lincoln to shoot scenes for "Local Boy Makes Good" with the A.A.U. meet as a background.

Brown's appearance was Publix's answer to RKO's padded stage wedding on the same night.

Give Churches Break; Close Four Sundays

Arlington, Tex.—Although the city council refused the demand of ministers for an ordinance closing theatres on Sundays, the managers agreed to close four Sundays to ascertain the truth of the parsons' declarations that their congregations would be enlarged by such a move. The pastors in return offered their "moral support" to the movies as long as they did not conflict with Sunday services.

"BUY RIGHT—BUT BUY NOW"

St. Louis Exhibs Bar "Trader Horn" Split

St. Louis—The Motion Picture Exhibitors' League of St. Louis has adopted a resolution against the action of M-G-M in withdrawing "Trader Horn" and playing it on a 40 per cent basis. It was the consensus of the meeting that the only equitable plan for playing a picture on percentage is to first deduct the legitimate overhead expenses of the exhibitor and then split the net proceeds 50-50.

"BUY RIGHT—BUT BUY NOW"

Two File Charters

Dover, Del.—Charters were filed here by:

Brandywine Amusement Co., to operate places of amusement of all kinds. Capital, $100,000. Represented by Harry W. Mason, Francis E. Davis of Wilmington, Del., and Addie Ruth Cooper, of Bear, Del.

Machine Theatre Corp., to operate amusement places of all kinds. One hundred shares, no par value. Represented by H. Denn of Flushing, N. Y.; Daniel O'Shea of Brooklyn, N. Y., and Gordon E. Youngman of New York City.

Dover, Del.—A charter was filed here by United Comedy Pictures Corporation, Ltd., to conduct exhibitions, plays, dramas, etc., with 15,000 shares of no par value. Represented by J. Vernon Pimm, Albert G. Bauer of Philadelphia and R. L. Spurgeon of Wilmington, Del.

"BUY RIGHT—BUT BUY NOW"

Takiff Arrives

Harry Takiff, assistant to Joe Schnitzer at the Radio studio, reached New York from the Coast yesterday. He will be here about two weeks.



This advertisement is the third of a series on success in the picture industry.

a victor over adversity

MR. CARL LAEMMLE *an intrepid pioneer of the industry has been through all the periods of ordeal in the industry, and some of his own, from the beginning. And he is still smiling. When he was beset by the powerful Patents Company, he grinned and fought—and advertised. When he fought with his partners, he laughed and fought —and advertised. When business was good he crowed about that, and when it got dull he got excited. If he had known when he was licked he would have been out of business in* 1908, *in* 1912, *and again in* 1916. *He didn't know it and it wasn't so. He has always believed in two enduring facts, the motion picture and Carl Laemmle. He keeps selling.*

she is just a working girl

The very dignified advertising agency, N. W. Ayer & Son, Inc., in the dignified city of Philadelphia took a page of the dignified New York Times the other day to remark and admit to the world of American business that "advertising is a working girl." It is a pleasure to have this question settled. There are slightly divergent ideas. Howard Dietz holds to the notion that advertising is a lion. Hy Daab thinks of advertising as a robust and slightly naked young giant, a Titan. Bob Cochrane thinks that it is a sort of radio activity that comes "straight from the shoulder" of Carl Laemmle. Charles McCarthy for years has made it the fire and smoke from a Paramountain shooting at a ring of stars. Pathe spent twenty-five years proving it was a rooster.

And, on this subject, C. F. Kettering, vice-president of General Motors Corporation, writes in Printer's Ink: "Advertising is to me a story about a product. I believe that business will come back when we get some products that people want to buy. . . . I also know that there is a horrible thing in this world called monotony that has more to do with business than anything else. . . . *If you want to kill any idea in the world today, get a committee working on it.*"

Mr. Kettering's remarks charmingly apply to some aspects of the motion picture selling situation today. It is pretty clear that our motion picture industry appears these days to be influenced by the genius of a *committee on hard times.*

This working girl, "Advertising," has often proved the best leading lady in the business. She keeps kissable, and she can do a bit for the industry today, if the gloom committee will let her.

COLVIN BROWN
General Manager
Quigley Publications



MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

"Free Soul" Only Money Film in L. A.

Los Angeles—Terrific heat hurt grosses here the first part of the week and business was off generally. The outstanding exception was "A Free Soul," playing its second week day and date at the Criterion and Grauman's Chinese. At the former it beat par by $5,300 and at the latter by $4,500, thanks to the Shearer draw.

"Big Business Girl" flopped to the tune of $6,000 at the Warner Downtown and $4,500 at the Warner Hollywood, but the saddest story was "Girl Habit" at the Paramount. It took in $10,000 against an average of $25,000. "Rebound" took a $7,000 drop in its third week at the Carthay Circle and will be succeeded by "The Smiling Lieutenant." "Seed" in its fourth week at the Orpheum was almost $10,000 below par.

Estimated takings for the week ending July 8 and year-round averages:

"CUERPA Y ALMA" (Fox)
CALIFORNIA INTERNATIONAL — (2,000), 25c-50c, 7 days. **Gross:** $4,400. (Average, $5,000.)

"REBOUND" (RKO Pathe)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 3rd week. George Stoll and Band. **Gross:** $5,500. (Average, $12,500.)

"A FREE SOUL" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 7 days, 2nd week. **Gross:** $15,300. (Average, $10,000.)

"A FREE SOUL" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c, 7 days, 2nd week. **Gross:** $12,500. (Average, $8,000.)

"THE LAWYER'S SECRET" (Para.)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c, 7 days. **Gross:** $3,400. (Average, $6,500.)

"MAN IN POSSESSION" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "Modern Minstrels" Idea. **Gross:** $22,800. (Average, $27,000.)

"SIX CYLINDER LOVE" (Fox)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show with Leon Errol, Carleton Kelsey's Band. **Gross:** $11,800. (Average, $16,000.)

"SEED" (Univ.)
ORPHEUM—(2,750), 35c-65c, 7 days, 4th week. **Gross:** $6,600. (Average, $16,000.)

"YOUNG DONOVAN'S KID" (Radio)
PANTAGES HOLLYWOOD—(3,600), 35c-65c, 7 days. F. & M. "Hot Java" Idea. **Gross:** $13,500. (Average, $15,000.)

"THE GIRL HABIT" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days Stage revue, Conchita Montenegro in person. **Gross:** $10,000. (Average, $25,000.)

"THOSE WHO LOVED" (Radio)
RKO—(2,700), 35c-65c, 7 days. Vaude. **Gross:** $13,500. (Average, $15,000.)

"TABU" (Para.)
UNITED ARTISTS — (2,100), 35c-65c. **Gross:** $8,600. (Average. $13,500.)

"BIG BUSINESS GIRL" (F. N.)
WARNER DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $9,000. (Average, $15,000.)

"BIG BUSINESS GIRL" (F. N.)
WARNER HOLLYWOOD — (3,000), 7 days 2nd week, 35c-50c. **Gross:** $9,500. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

35 N. Y. Houses Buy RKO's "Right Now"

(Continued from page 1)

ager of the exchange, that, in his case at least, the business now is far ahead of that of last year at the same time.

Theatres already signed for 1931-32 RKO product include: Happy Hour, Gloria-Paris Court, Nassau, Echo, Graham, New Liberty, Regent, Sheridan, Armory, Cumberland, Bobby, New Gates, Lincoln, all in Brooklyn; Concourse, Variety, Park West, New York City; Granada, Pearl River; Broadway, Haverstraw; Rialto, West New York and several others.

List Sales In "Buy Now" Movement

(Continued from page 1)

Miss., Mar-Shan Amuse. Co.; Ritz, New Albany, Miss., F. L. Marshall.

Rivoli, Hartford, Conn., Rivoli Corp.; Palace, Newton, Miss., Kenneth Wall; Rainbow, Sulphur, Okla., S. Ingram; Orpheum, Randolph, Neb., A. A. Ulm; Royal, Charter Oaks, Ia., L. A. Bramson; St. Johns, Delafield, Wis., Maior F. W. Monso; Lakeview, Lakeview, Ia., L. M. Wilcox; Madrid, Madrid, Ia., C. Spencer; Grand, Knoxville, Ia., W. A. Graham; and Empire, Storm Lake, Ia., G. R. Norman.

American, Canto, N. Y., Ideal, Chateaugay, N. Y.; Community, Blue Hill, Maine; Victory, New Haven, Conn.; Victoria, May's Landing, N. J.; Waller, Laurel, Del.; Auditorium, Erie, Ill.; Maxbilt, Fleischman's, N. Y.; Tilton, Tilton, N. H.; Central, Fairbury, Ill.; Lincoln, Lincoln, Ill.; Stone, Stone, Ky.; Virginia, Milton, W. Va.; Iris, Muskegon, Mich.; Gem, Appleton City, Mo.; Strand, Bridgewater, S. D.; Kimo, Albuquerque, N. M.; Dalton, Pulaski, Va.; Republic, Washington, D. C.; Wayne, Waynesbro, Va.; Cluster, Baltimore, Md.; Columbia, Baltimore, Md.; Eureka, Baltimore, Md.; Garden, Cumberland, Md.; Capitol, Meriden, Conn.; Crescent and Aristo, Louisville, Ky.; Hudson, Richmond, Ind.; Star and Colonial, Quincy, Ill.; Opera House, Oberlin, Kans.; Homestead, Hot Springs, Va.; Liberty, Cumberland, Md.; Idle Hour, Baltimore, Md.; Orpheum, Sault Ste. Marie; Prince Edward, Toronto; Princess, Globe and Maple Leaf, Vancouver, B. C., and Reston, Reston, Manitoba.

RKO Pathe has sold its first four Personality Group features to Warners for immediate showing in Philadelphia and Atlantic City. "Rebound," "A Woman of Experience," "Sweepstakes" and "The Common Law" are the pictures.

Showmen Keen for Wise Bookings—Seed

Harry A. Seed, manager of the Warners-First National exchange in Buffalo, was a visitor in New York yesterday.

"The exhibitors in my territory are more keenly alive to the necessity of making wise bookings than they ever were," said Seed. "A number of them keep in touch with one another and they are hot for first-hand information from Hollywood. They are all going after the 'sure things' and are taking no chances in slipping up on them.

"You know the summer season in and around Buffalo is not bad. We get a great many tourists and the Falls, our only competitor, we hail with joy, for we get all its visitors which helps a lot."

Fine Fall Business Is Roden Prediction

E. C. Roden, manager of the Roden circuit in Kansas City, now affiliated with Fox, reached New York yesterday and spent the day making the rounds of the Warners-First National offices. Roden discussed product with Gradwell L. Sears and Norman Moray.

"It gets fiercely warm in Kansas City at this time of the year," said Roden, "but we should not complain of that. Old Sol makes the wheat grow and that makes for good business. I see a number of fine pictures in sight and with them we are going to do a fine business in the fall."

Only Clay

Akron, O.—The *Beacon-Journal*, local daily, volunteers the information that the screen lover serves a useful purpose after all. He enables a poor wife to forget for a little while that her husband isn't like that.

F.W.C.--U.A. War at End; Signing Truce

(Continued from page 1)

tists, and Jack Sullivan, Fox theatre buyer, which when consummated will find the former's product playing all Fox theatres including Fox Wesco.

Conferences between Sullivan and Lichtman are expected to result in actual signatures being put to the contract within the next few weeks, it is said, although the number of houses involved in the deal has not yet been definitely determined.

"BUY RIGHT—BUT BUY NOW"

Only One Operator For Cincy Suburbans

(Continued from page 1)

contracts were signed it was necessary to have two operators because of sound-on-disc, but since introduction of sound-on-film, they contend that one man is sufficient.

Suburban operators now receive from $55 per week in houses seating 500 or less to $70 per week where seating capacity is 800 or less, with a scale of $80 in houses having more than 800 seats. Operators in the downtown houses work on an $84 a week scale.

"BUY RIGHT—BUT BUY NOW"

Can't Reduce Service Fees, Erpi Asserts

(Continued from page 1)

slide, it is maintained there, but the slide will be one of quality if it is one of price. Erpi asserts its several price reductions over the last three years now represent the minimum under present standards.

"BUY RIGHT—BUT BUY NOW"

New Sound System

Los Angeles—A new studio sound system has been developed by Radio Installation Company. It is called the "Rico" system and is said to employ the double system of recording, the new method of noiseless recording with precautions having been taken against all climates as a guard against dampness.

"BUY RIGHT—BUT BUY NOW"

Lightman Gets Two

Fort Smith, Ark.—The New is the latest house to be added to Malco Theatres, of which M. A. Lightman is head. The house had been operated by Publix, whose lease expires in September. Lightman and W. F. Someman have also taken over the Concord at Springdale, Ark.

"BUY RIGHT—BUT BUY NOW"

Declares Dividend

Boston—Loew's Boston Theatres have declared a regular quarterly dividend of 15 cents on common stock payable August 1 to stockholders of record July 18.

N.W. Showmen Charge M-G-M Favors Publix

(Continued from page 1)

said to a Motion Picture Daily reporter, "will offset some of the propaganda that has been published in your paper, especially by exhibitor leaders who advise buying now and playing pictures while they are still being nationally advertised."

Felix F. Feist, national sales manager for M-G-M, said yesterday:

"M-G-M product will be released to independent exhibitors as fast as available after Publix's protection period in the Northwest. I don't know offhand what the circuit has by way of protection in that territory, but I do know it will probably be the same this year as last, provided it is reasonable. If it isn't, I tell you M-G-M will fight to make it so."

Feist anticipated releases will begin next month. He also denied that W. H. Workman had made the statement charged to him by the Northwest Exhibitors' Association.

"BUY RIGHT—BUT BUY NOW"

Seattle Seating Is 33% Below Normal

(Continued from page 1)

Fox West Coast Theatres, Inc., in three houses; 2,650 in RKO's Orpheum theatre; and 4,000 in independent houses, of which 2,000 belonged to John Hamrick and 2,000 to Jensen & Von Herberg in their Liberty theatre.

Today, Fox West Coast controls 4,750 in two houses; RKO still retains its 2,650; Jensen Von Herberg still retain 2,000; and John Hamrick controls 1,000 seats in one house.

Theatres closed during this period are the Fox (2,450) and Fox Paramount (3,150) by Fox West Coast; and the Blue Mouse (1,000) by John Hamrick. All were closed during the last two months. No theatres were opened during this period.

Two thousand seats were added to the first run list early in the spring when the Fox Coliseum changed its policy from second run pictures to the current semi-weekly first run policy.

There is no indication that any of the theatres now dark will reopen for some time to come.

"BUY RIGHT—BUT BUY NOW"

Darrow Will Combat N. Y. Censor Cuts

(Continued from page 1)

galleries and religious schoolbooks."

Milton B. Kolb of Classic Pictures, producers of the picture being distributed by Universal, is conferring with Arthur Garfield Hays preparatory to instituting a legal fight against the board.

"BUY RIGHT—BUT BUY NOW"

Denver Fights Carnivals

Denver—An ordinance is being prepared for submission to the city council barring all traveling carnivals here. This action is being taken because of complaints of carnivals operating here this spring.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 35 NEW YORK, SATURDAY, JULY 11, 1931 TEN CENTS

Trustees Assigned Loew Stock; Fox Can't Merge

Screen Writer Sacrificed on Banker Altars

Wodehouse Affair Makes Goats of Writers

HOLLYWOOD — The lowly screen writer has often had occasion to kick about the treatment accorded him in the studios, but now he is being thrown upon the altar of Wall Street's wrath. He's the goat in the menagerie of bulls, bears and lambs.

It all started when P. G. Wodehouse whimsically burst forth into print regarding the $104,000 he drew from M-G-M during the course of a year without being called upon to do anything in return. In fact, he was distinctly discouraged when he suggested that he really ought to earn part of his $2,000 per week.

Wodehouse's plaint got lots of front page space and hit the bankers be-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Publix Spotting in F.&M. Stage Units

Publix will soon institute Fanchon & Marco stage units in all its theatres save the Brooklyn and New York houses, according to a deal just signed. On July 25 the units start playing the Oriental, Tivoli, Uptown and Paramount, Chicago: the Fisher, Detroit, and the Minnesota, Minneapolis.

"BUY RIGHT—BUT BUY NOW"

Legal Fight Over "Life" Film Near

Legal fireworks will mark the difficulties between Classic Pictures, Inc., producer of "The Mystery of Life," and the New York State censorship board. Yesterday, Milton H. Kolb of the producing company gave Arthur Garfield Hays the word to proceed with his action, first appealing to the Board of Education against the deletions made by the board.

Universal, distributor of the picture,

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Unscathed So Far, Ohio Is Tax-Fearful

COLUMBUS, O.—The M.P.T.O., now breathing freely since the General Assembly adjourned on June 26, considers the respite a brief one. The organization anticipates state-wide revenues will fall short of budget re-

(*Continued on page 2*)

"U" Franchise With Publix Is in Making

Closely held but under way are understood to be negotiations between Publix and Universal for a long-term franchise. Three to five years is the time period covered.

The deal, if it develops, will open Publix playing time for Universal over its national circuit, beginning with the product for 1931-1932. The discussions are regarded as unusual in the opinion of the limited few who know about them, in that a full year must elapse before the potential contract can become operative.

"BUY NOW" SALES

Budd Rogers has placed the Sono Art-World Wide line-up first-run with J. Rappaport, Hippodrome, Baltimore.

CLEVELAND—Fischer Film Exchange, handling Big 4 in this territory, has sold the following Ohio accounts on new season's stuff:

E. A. Ely of the Royal, Oak Harbor; J. W. Romweber of the State, Akron; Martin G. Smith for Royal, Savoy, E. Auditorium and Westwood, Toledo; E. E. Cole-

(*Continued on page 4*)

Who They Are

"Who's Who in America" has this to say, in part, about the trustees appointed by Federal Judge John C. Knox to hold control of the Loew stock, originally purchased by Fox Theatres Corp:

THOMAS WATT GREGORY, ex-attorney general of the United States. Admitted to Texas bar, 1885; practiced alone, 1885-1890; assistant city attorney, Austin, Tex., 1891-1894; declined appointment as assistant attorney-general of Texas, 1894 and district judgeship, 1897; partner law firm of Gregory and Batts, formed 1900; employed as special counsel state of Texas to prosecute corporations for

(*Continued on page 2*)

B.&K., RKO Divvy Up Fox In Windy City

CHICAGO—They're buying now and presumably buying right in the B. & K. organization. James R. Grainger left for New York yesterday, but before his departure finally placed the Fox product with the Publix theatre subsidiary on the same terms as last year's deal.

B. and K. gets 25 Fox pictures first run for the McVickers, Roosevelt, Chicago and Oriental and the entire

(*Continued on page 2*)

Court Orders Chase to Turn Issues Over to Its Appointees

Complete elimination of any merger between Loew's, Inc., which controls M-G-M, and the Fox companies was emphasized yesterday when Judge John C. Knox issued a supplemental decree in the Federal Court for the Southern District of New York ordering a further divestment of the majority Loew stock held by Chase Securities Corp., as successor of the Fox interest in that stock, and assignment of it to three entirely disinterested trustees.

The trustees named by Judge Knox by agreement of counsel, are Thomas W. Gregory, a former attorney-general of the United States; Judge John R. Hazel of Buffalo and

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Expect Hectic Time At N. W. Allied Meet

MINNEAPOLIS—Allied Theatre Owners of Minneapolis and the Dakotas will hold their semi-annual meeting here September 9 and 10. Declaring that independents were set to fight certain abuses to the finish, W. A. Steffes, general manager of the unit, expects a minimum of 200 to attend. There will be plenty of fireworks as exhibitors are in fighting spirits over losses sustained in the business during the past year, he says.

"BUY RIGHT—BUT BUY NOW"

Helen Ready to Kiss Sheik for $?$?$?$?$

HOLLYWOOD—Helen Wills may give up her standing in the amateur tennis ranks and go into the talkers after all. This despite her recent remarks that she wouldn't kiss a movie sheik for $100,000. As the matter now

(*Continued on page 4*)

Fox West Coast Washing Up All Deadwood Houses

HOLLYWOOD—Fox West Coast is reported disposing of houses which the circuit cannot make pay, according to *The Hollywood Herald* yesterday.

Within a few months, that publication states, from 50 to 75 West Coast theatres will pass to other operators and several are to close. The Westlake in Los Angeles closes today and the Egyptian in Hollywood on Wednesday. It is understood the West Adams, the Figueroa and the Uptown go dark shortly. Indicative of the drift toward outside operation is the case of the Glendale at Glendale which closed last Saturday but reopens tomorrow under independent management.

Whatever houses are divorced from Fox control will go to small independents or operators of small circuits.

Fox's plan to dispose of some of its theatres in the West to independents is similar to that which has characterized sales of Fox theatres in the East. Locally Fox is gradually stepping out of the small theatre field, preferring five-year franchises with sale of the houses instead of operating them.

It is understood in New York that franchise agreements are being made in each disposal in the West.

Hughes-Publix Deal?

HOUSTON — It was reported, but unconfirmed, late last night that Howard Hughes had bought the Metropolitan, Kirby, and Queens from Publix for Hughes-Franklin Theatres. Houston is Hughes' home and it is here that the Hughes tool company, the backbone of Hughes' fortune, is located.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 11, 1931 No. 35

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Screen Writer Sacrificed on Banker Altars

(*Continued from page* 1)

tween the eyes. They yelped. A writer getting a banker's salary? The yelps were heard all the way across the continent. The big moguls in Hollywood decided something must be done. So they decided that hereafter long contracts for the scribbling fraternity were out; 30 days would be the maximum.

This gesture to appease the bankers draws only smiles out here. It probably will stop another Wodehouse incident, but M-G-M, which has 65 writers on its roll, has just borrowed William Slavens McNutt, Robert Lord and Joe Jackson from Warners, paying the latter 25 per cent more than their salaries, and giving the trio three weeks' extra pay as a bonus.

"BUY RIGHT—BUT BUY NOW"

Legal Fight Over "Life" Film Near

(*Continued from page* 1)

holds an unusual form of contract with Classic. It provides that, in the event of censor difficulties, the right to defend the picture rests with the producer and not the distributor.

Meanwhile, the run at the Cameo is being extended.

Opening a week ago Friday at $666, the picture closed its first week with $799, and a total gross of $4,927.

"BUY RIGHT—BUT BUY NOW"

B. & K., RKO Divvy Up Fox in Chicago

(*Continued from page* 1)

program of 48 for subsequent runs.

By another deal, Grainger has placed 18 pictures available after the B. and K. deal with RKO for the Palace and State-Lake first runs, leaving only five on the Fox list to be disposed of in the second most important theatre city in the United States.

"BUY RIGHT—BUT BUY NOW"

Richard Hatton Killed

LOS ANGELES — Richard Hatton, western player, was killed yesterday in an automobile crash here.

No Oriental

Gag from Helen Broderick's "Cold Turkey":

Old Geezer: "I've got a yen for you, girlie."

Helen: "Talk American money, big boy."

Unscathed So Far, Ohio Is Tax-Fearful

(*Continued from page* 1)

quirements and that a special session, potentially dangerous to this industry, will be called in January.

Pete Wood, business manager, in a letter to all organization members, says many of the M.P.T.O. officers have advanced money personally to carry on operations and asks theatremen to come through with their dues.

Among legislative pitfalls avoided in Ohio, Wood cites a recently-enacted statute which places a penny tax on every sale of ten cigarettes. He says it was a toss-up between cigarettes and theatre admissions and only by a bitter struggle was the admission tax defeated. He considers theatre business in Ohio gains "many millions of dollars" by the Sunday opening law which becomes effective August 2 and gives Ohio houses a seven-day week.

"BUY RIGHT—BUT BUY NOW"

Split Publix Areas

Harry Katz, Publix division manager, has added Illinois and Indiana theatres to his supervision. These towns were formerly in Arthur Mayer's territory, but with their withdrawal Mayer has been given Utah and Idaho in addition to his other cities.

"BUY RIGHT—BUT BUY NOW"

Film Tests End

WASHINGTON—Fox Film yesterday concluded the four-day national test of sound pictures in education under auspices of the Federal government. Resolutions were adopted endorsing the demonstration and urging that similar films be prepared for school use.

"BUY RIGHT—BUT BUY NOW"

To New York Soon

Hannah Kass, foreign sales manager for Columbia, returns from a European trip in about two weeks.

Trustees Are Assigned Loew Stock by Court

(*Continued from page* 1)

T. Nelson Perkins, a Boston attorney. The decree provides these trustees are to act solely as officers of the court and in no wise as representative of the Fox companies or its banking affiliates.

The order is supplementary to the decree signed by Judge Knox April 13 of this year directing the Fox interests to divest themselves of the Loew stock which they had acquired in alleged violation of the Clayton act and other anti-trust statutes.

The impression was prevalent last night that the new decree constituted the last piece of legal machinery through which the original government action had to pass and that the creation of the trio of trustees wiped out the divestment action against Fox on its Loew stock acquisition.

The supplemental decree provides that Chase Securities Corp. and Film Securities Corp., which controls the contested stock and which in turn is controlled by the Chase corporation, shall be subject to all injunctions and restraints previously imposed upon the Fox interests in the earlier decree.

United States Attorney George Z. Medalie and Special Assistant Attorney-General John H. Amen signed the decree for the government; Rushmore, Bisbee & Stern for the Chase and Film Securities Corporations, and Ralph S. Harris for the Fox interests.

Film Securities came into being in April at the time of the financing undertaken by the Fox Film under Chase Securities Corp. Film Securities acquired the Fox holdings of 660,900 shares of Loew's, Inc., for $29,000,000 in cash and 462,000 shares of class A stock of Film Securities. The latter sold $20,000,000 of two-year notes to the banking group and issued 100,000 shares of $7 dividend cumulative preferred. The Class A stock delivered to Fox carried no voting rights in election of directors, but voted equally with the common stock on other matters.

"BUY RIGHT—BUT BUY NOW"

Cooper in East

Gary Cooper will work opposite Claudette Colbert in "Sal of Singapore" in the East upon his return from Europe. Edward Sloman will direct.

It appears now that Paramount's Eastern studio will remain open. "Why not?" says Paramount. "We never said it was going to close, did we?"

"BUY RIGHT—BUT BUY NOW"

"Tragedy" at Criterion

Sunday night will be the Criterion's last performance of Chevalier's picture, "The Smiling Lieutenant" and will be followed by Theodore Dreiser's story "An American Tragedy."

"BUY RIGHT—BUT BUY NOW"

Macloon to Produce?

HOLLYWOOD — Louis Macloon, "legit" producer, is in from New York. He may enter the independent field.

Who They Are

(*Continued from page* 1)

anti-trust law violations; member of firm, Gregory, Batts and Brooks, 1908-1913; special assistant attorney general of United States in charge probe and prosecution New York, New Haven and Hartford Railroad Co. for violation of Sherman Act, 1913; attorney general United States in Wilson cabinet, Aug. 29, 1914 to March 4, 1919; became member of firm, Gregory and Todd, Washington, 1919; member President Wilson's Second Industrial Conference, 1919-1920. He maintains offices in Houston and Washington and is 70 years old.

JOHN RAYMOND HAZEL, admitted to bar April 7, 1882; district judge, Western District of New York since June, 1900; administered constitutional oath of office to President Roosevelt at Buffalo, immediately after death of President McKinley Sept. 14, 1901. He makes his home in Buffalo and is 71 years old.

THOMAS NELSON PERKINS, A.B., Harvard, 1891, L.L.B., 1894; admitted to bar, 1893; in practice in Boston since 1894; member of law firm, Ropes, Gray, Boyden and Perkins; vice-president Railway and Light Securities Co.; director Merrimac Chemical Co.; State St. Trust Co.; Walter Baker and Co.; St. Mary's Mineral Land Co.; and various other public utility companies. He makes his home in Boston and is 61 years old.

Marin, Lasky, Jr., in L. A.

HOLLYWOOD — Ned Marin and Jesse L. Lasky, Jr., are here from New York. The former will supervise on the Paramount lot. Young Lasky is his assistant.

"BUY RIGHT—BUT BUY NOW"

Swanson Due in August

HOLLYWOOD—Gloria Swanson is scheduled to start "Tonight or Never" for U. A. on August 10. She is now in Europe.

"BUY RIGHT—BUT BUY NOW"

Schoedsack Sails

SAN FRANCISCO—Ernest B. Schoedsack, accompanied by his wife and his brother, Gustav, as well as a camera crew, sailed yesterday on the *President Adams* for India to secure material for "Lives of a Bengal Lancer" for Paramount.

Stock Market Gains; Sales Heavy

	High	Low	Close	Net Change	Sales
Eastman Kodak	149¾	144	147½	+3	2,900
Fox Film "A"	17¼	15⅝	16⅞	— ½	13,700
General Theatre Equipment new	4	3⅞	4	.....	3,600
Loew's, Inc	46	44	44¾	+ ¼	6,000
Paramount Publix	25⅞	24⅞	25¾	+ ½	4,300
Pathe Exchange	2	1⅞	1⅞	.....	1,300
Pathe Exchange "A"	7¾	7⅝	7⅝	— ¼	400
RKO	15¼	14⅞	14⅞	+ ¼	4,100
Warner Bros.	7⅝	7⅜	7½	+ ⅛	3,000

Curb Issues Erratic

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	10½	10½	10½	— ¼	200
Fox Theatres "A"	2⅞	2¾	2¾	— ¼	1,200
General Theatre Equipment pfd	7¼	7	7¼	+ ¼	1,000
Sentry Safety Control	1⅛	1⅛	1⅛	.....	100
Trans Lux	5¾	5¾	5¾	+ ¼	400

Bonds Also Irregular; G. T. E. Off 1

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	37¼	37	37	—1	10
Loew's 6s '41 ex war	98½	98	98½	+ ½	4
Paramount Publix 5½s, '50	81¼	81	81	— ¼	4
Pathe 7s '37 ww	92⅜	91⅛	91½	.....	33
Warner Bros. 6s '39 wd	41	41	41	.....	10

A PREDICTION

IN 1914 Eastman announced the first panchromatic motion picture negative film. It swept the country... In March, 1931, Eastman announced the first stable ultra-speed panchromatic—Eastman *Super-sensitive* Panchromatic Negative, *Type 2*...It is predicted that just as color-sensitive film has practically replaced color-blind material, so the new Eastman *Super-sensitive* will make slower emulsions virtually obsolete...Naturally the producers and camera men who are adopting this remarkable film *now* will reap the greatest advantage... Eastman Kodak Company, Rochester, New York. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN *SUPER-SENSITIVE*
Panchromatic Negative, *Type 2*

Buy Now Deals Continue at Steady Pace

(*Continued from page* 1)

man, Rialto, Dayton; George Furbeker, State, Middleton; Rappold Bros., Columbus; C. and M. Amusement Co., Strand, Cambridge and Putnam, Marietta; Farin Amusement Co., West End, Cincinnati, and Publix for the State at Lexington, Ky., and H. S. Bernabey for the Downs theatre, Louisville.

More Warner-First National sales, as reported by the companies' sales department yesterday:

State, Cortland, N. Y., and Regent, Geneva, N. Y., by Schine Theatrical Enterprises, Inc.; Strand, Middletown, by Chifos Bros.; Lyric, Manchester, O., by Warren Spencer; Lyric, Urbana, O., by Elmer Fritz; Northern, Columbus, O., D. C. Wright; Victory, Dayton, O., Schwind Realty Co.; Walnut, Lawrenceburg, Ind., J. Weddle; Lynn, Chicago, E. Stepanek; Emmett, Chicago, N. Rudolph; Edna, Gibson City, Ill., T. Orr; Temple, Leland, Miss., W. R. Patty; Suzore, Memphis, Fred Suzore; Rex, Ontonagon, Mich., Kinter and Cohen; Laurinum, Laurium, Mich., F. J. Martin; Trout Creek, Trout Creek, Mich., Kinter & Cohen; Crystal, Mass, Mich., S. L. Kinter; Peak, Sierra Blanca, Tex., W. D. Williams; Majestic, Chillicothe, Tex., Thurman & Jeter; Avon, Dubuque, Iowa, James Yiannias.

Strand, Mystic, Iowa, Mrs. Clyde Yates; Silver Family, Greenville, Mich., Silver Thea. Co.; Uptown, Strong City, Kan., Lancaster & Gish; Opera House, Lenora, Kan., John Schieforeck; Safford, Safford, Ariz., L. F. Long; Rialto, Stamford, Conn., John S. Contoras; Regent, Erie, Pa., F. Fairgraves; New, Seaford, Del., F. W. Braeding; State, Nanticoke, Pa., Nanticoke Theatres; Majestic, Tamaqua, Pa., Higgins Enterprises; State, Trenton, N. J., Hunt's Trenton Theatres; Palm, Palmerton, Pa., J. E. Ungerfeld; Strand, Moundsville, W. Va., The Theas. Co.; O'Fallon Excello and Baden, St. Louis, Clarence Kaiman; Regal, Wellsville, Mo., John F. Rees; Bijou, Arlington, Ill., W. B. Cozlan; Playhouse, Shelbyville, Ill., F. S. Russell; Harlor, Aberdeen, Wash., C. D. Beale; New Onancock, Va., G. H. Scott; Strand, Dundalk, Md., Dundalk Amuse. Co.; Capitol, Tillsonberg, Ont., and Capitol, Simcoe, Ont., Robert Hambleton.

Six more circuits have booked RKO-Pathe's Personality Group of 21. The circuits and those making the deals are: Polka Circuit by Walter Branson, Chicago branch manager; Community Circuit by Lou Elman, Milwaukee branch manager; Momand Circuit by Ralph Williams, Oklahoma branch manager; Phoenix Amusement Circuit by Stanley Jacques. Cincinnati branch manager; Woempner Circuit by Dick Latshaw of the Minneapolis office, and Simons Circuit by Dave McElhinney of the Salt Lake City branch.

M. E. Comerford of the Comerford circuit signed contracts yesterday for the entire Vitaphone shorts product for the 1931-32 season for his first-run house in Binghamton, N. Y.

Ina Goes Heavy

HOLLYWOOD—Maybe the Greeks had a word for it, but the film fans will never learn what it was from Ina Claire. Sam Goldwyn, after casting Ina in the role of Jean, came to the decision that she should have more emotional parts; so somebody else will play the light-hearted Jean in "The Greeks Had a Word for It."

Looking 'Em Over

"Sherlock Holmes' Fatal Hour"

(First Division)

Produced in England with Arthur Wontner and Jane Welsh in the cast and enjoyed by the premiere audience at the Warner theatre yesterday. The sleuthing of the impeccable Sherlock Holmes, who with his ubiquitous assistant, Dr. Watson, unravels the mystery of a bank murder, which causes the death of an innocent party whose crooked gambling methods were used by the professor and leader of the criminal machinery as a means of getting him to smuggle money abroad. Scotland Yard falls down on the case, but the ingenious Holmes comes through with the solution at the exact time he predicted. Creepy shadows and hidden devices are employed to add eerie effects. The cast is little known on this side of the water, but all are capable performers. The suspicion, which may be expected, is cast on all but the guilty party, but one can hardly account for Holmes signing off by playing the violin.

"BUY RIGHT—BUT BUY NOW"

"Enemies of the Law"

(Capitol)

And still they come. Here's another gangster film, with the usual ingredients of a secret underworld leader, a girl police spy, a cabaret night club owner and a lot of shooting. It was produced at the Fort Lee, N. J., studios by S. S. Krellberg, and is well-mounted and contains a well-knit story. Mary Nolan does fine work as the stool pigeon, Johnnie Walker is convincing as the gang leader, but Lou Tellegen, as his rival, not only is reminiscent of the nickelodeon days in his acting, but his falsetto voice is jarring. The picture should do well in spots where gang films are still popular. It was directed by Lawrence Windown.

"BUY RIGHT—BUT BUY NOW"

Helen Ready to Kiss Sheik for $?$?$?$?$

(*Continued from page* 1)

stands, Miss Wills has seen her agent, Leo Morrison, and put the matter entirely in his hands. If the terms of the talker contract are agreeable, the tennis champion will desert the ranks after she completes her engagements in the east a few months from now.

While no company is mentioned as now wanting the racquet star for a picture, it is known that several months ago she was dickering with Paramount, Radio, M-G-M and Universal, but in each instance they could not get together on money and other terms.

"BUY RIGHT—BUT BUY NOW"

MacInery to Orient

HOLLYWOOD—A. E. F. MacInery, recording engineer for Erpi, sails for the Orient July 16 to make a field survey and demonstrate his company's recording equipment.

"BUY RIGHT—BUT BUY NOW"

Thalbergs Returning

LONDON—Irving Thalberg and Norma Shearer (Mrs. Thalberg) sailed on the *Bremen* for New York yesterday.

Coverage

ASTOR—"A Free Soul" (M-G-M) — reviewed by MOTION PICTURE DAILY April 18.

CAMEO — "Mystery of Life" (Univ.)—reviewed July 6.

CAPITOL—"Five and Ten" (M-G-M)—reviewed May 21.

CENTRAL — "Road to Hell" (Public Welfare) — reviewed June 27.

CRITERION — "The Smiling Lieutenant" (Para.)—reviewed May 22.

MAYFAIR—"A Woman of Experience" (RKO-Pathe) — reviewed July 9.

PARAMOUNT — "The Secret Call" (Para.)—reviewed July 2.

RIVOLI—"Newly Rich" (Para.) —reviewed July 6.

ROXY—"Hush Money" (Fox) —reviewed May 26.

STRAND — "Enemies of the Law" (Capitol Films) — reviewed today on this page.

WARNERS—"The Fatal Hour" (First Division)—reviewed today on this page.

WINTER GARDEN — "Smart Money" (Warners) — reviewed editorially June 19.

"Rocket" Film Spotted

"By Rocket to the Moon" is the next attraction for the Eighth Street Playhouse beginning Monday.

"BUY RIGHT—BUT BUY NOW"

Franklin Due Monday

Harold B. Franklin is due in New York from the Coast Monday.

29 Houses in Chicago Area Closed Down

CHICAGO—Twenty-nine theatres in the territory served by Chicago exchanges have closed since July 1, and an additional 39 theatres in the same territory have adopted a reduced operating policy of one to three days a week during the same period.

A few additional closings, or reduced operating schedules, will go into effect July 12, by which time, it is expected, summer closings here will be over with. The return to normal schedules will begin about Labor Day.

Following is a list of the full or part-time closings since July 1 in this territory:

Theatres Closed

CITY

Avaloe, Alma, Bugg, Claremont, Garfield, Halster (320 S. Halsted), Halsted (6108 Halsted), Harmony (Division), Independence, Irving, Karlov, Kenwood, Morton Park, Plaisance, Temple and West End.

COUNTRY

Bensonville, Center; Bremen, Rialto; Byron, Rose; Homer, Pastime; Le Roy, Princess; Rockford, Strand; Rockford, Capitol; South Bend, River Park; South Bend, Indiana; Sterling, Lincoln; Vermont, Princess; Warren, Royal, and Watseka, Star.

Theatres Operating Part Time

CITY

American, Apollo, Armitage, Avenue, Burnside, Butler, Charm, Crane, Eastside, Edwards, Emmett, Garden, Gayety, Grant, Hawthorne, Homan, Hollywood, Lexington, Lincoln, Lindy, Loomis, Lorraine, Metropole, New Mable, Roseland, Rogers, States, Thalia, New Strand, Schindler's, Lucille.

COUNTRY

Clearing, Clearing; E. Chicago, Twin City; Hinsdale, Hinsdale; Hobart, Strand; Lyons, Lyons; Rockford, Family; Steger, Grand; Whitink, Capitol.

NEW YORK
1540 BROADWAY
BRYant 4712...

LONG ISLAND CITY
154 CRESCENT STREET
....STIllwell 7940

EASTMAN
FILMS

J. E.
BRULATOUR
Incorporated

CHICAGO
1727 INDIANA AVENUE
CALumet 2691...

HOLLYWOOD
6700 SANTA MONICA BLVD.
...HOllywood 4121

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 36 NEW YORK, MONDAY, JULY 13, 1931 TEN CENTS

To Sue or Not Is Ottawa's Big Problem

Action on White Report Awaits Cabinet Meet

OTTAWA—The last combine case in this province netted the provincial government $25,000 in fines in an assessment against the plumbing trade. Whether or not Ontario will jump at a similar opportunity in an attempt to stage a repeat performance on the basis of the White report against the film industry is a question that is creating a lot of pros and cons.

Cabinet ministers are scattered at the minute and until the full cabinet holds its first meeting, the course to be pursued remains in shadows.

Combine Report Is Topic in Toronto

TORONTO—Silence reigns among exchange managers with regard to the film probe report and the apparent spokesmen for Canadian trade are Arthur Cohen, managing director of

(Continued on page 2)

"BUY RIGHT—BUT BUY NOW"

Universal 3-Month Profit Is $255,783

Universal Pictures Co., Inc., and subsidiaries report a profit, after all charges for the quarter ending May 2, 1931, of $255,783.

Current and working assets, including inventories, totalled $9,328,258 and current liabilities, $2,412,482. This compares with current and work-

(Continued on page 8)

"BUY RIGHT—BUT BUY NOW"

Mexico Subsidizes Spanish Productions

MEXICO CITY—The treasury issued a decree Saturday designed to encourage the production of motion pictures in Mexico and to favor talking pictures in Spanish over those in Eng-

(Continued on page 8)

Up in the Air

There had been one of those turnovers in a film advertising department and a reporter sought details about one of the incomers.

"What's his title?" he asked.

"Oh, we don't hand out titles here," was the calm response. "They come and go too fast for that."

Looking 'Em Over

The lowdown on what first runs everywhere are doing. Box-office reports from Albany, Boston, Buffalo, Cleveland, Charlotte, Denver, Minneapolis, Oklahoma City, Omaha, Philadelphia, Portland, Providence, St. Paul, San Francisco and Seattle. ***Pages 6 and 7.***

William A. Johnston looks over "Transatlantic," "Sporting Blood" and "Bad Girl." Leo Meehan tells what he thinks about "Susan Lennox." ***Page 3.***

Other reviews today: "Guilty" and "Women Go on Forever." ***Page 3.***

New Contract Is Discussed In Washington

WASHINGTON—Headed by M. A. Lightman, president of M.P.T.O.A., a delegation of theatre owners Saturday conferred with John Lord O'Brian, assistant to the attorney general, regarding the proposed new uniform contract for which government approval is desired before it can be put into effect.

While officials of the department of justice, in conformity with their usual policy, refused to discuss the matter, it was indicated that the exhibitors laid

(Continued on page 2)

"BUY RIGHT—BUT BUY NOW"

Tobis Set to Add 16 Foreign Houses

Extension of the foreign talker plan in the United States will be instituted shortly when Tobis Theatre Corp. opens 16 Europa theatres in Boston, Washington, Cleveland, Detroit, Chicago, Milwaukee, St. Louis, San Francisco, Los Angeles, Minneapolis, Newark, Pittsburgh, Cincinnati, Jersey City, Buffalo and New Orleans. The company now operates

(Continued on page 7)

Hope to Kill Chi Dual Bills By September

CHICAGO—They're trying to double-cross the double feature vogue here, but recalcitrants are holding up the works. However, strenuous efforts are being made to effect the reform by the end of the summer.

At least 90 per cent of Chicago exhibitors have expressed a willingness to quit the dual feature policy. Circuits are included in the former group, but like many independents will make no definite agreement to abandon twin

(Continued on page 7)

"BUY RIGHT—BUT BUY NOW"

M-G-M Gunning for Gilbert's $10,000

HOLLYWOOD—M-G-M is trying either to abrogate or buy up John Gilbert's contract, it is understood. His salary, at $10,000 a week, is something the studio executives are eyeing with particular favor. They feel they would be the gainer if the contract were abrogated.

The agreement has several pictures to go with most of its terms couched in legal phraseology that is said to give Gilbert all the breaks.

"BUY NOW" SALES

CHICAGO—Columbia closed first run deals for its entire product here, Jones, Linick & Schaefer getting 23 for the Woods Theatre in the Loop and three going to Balaban & Katz. The entire product will also go into the B. & K. subsequents.

ATLANTA—Big 4 product has been sold by Arthur C. Bromberg Attractions, territorial distributor, to the following accounts.

Ritz, Tifton, Ga.; Ritz, Valdosta, Ga.; Ritz, Alabama City, Ala.; Princess, Gadsden, Ala.; Princess, Haleyville, Ala.; Capitol, Clarksville, Tenn.; Princess, Cleveland, Tenn.; Princess, Shelbyville, Tenn.; Majestic, Atlanta, Ga.; Gem, Knoxville, Tenn.; Alva-Carolina, Morganton, N. C.; Grand-Pastime, Hickory, N. C.; Colonial, Tarboro, N. C.; Hertford, Hertford, N. C.; Imperial, Warrenton, N. C.

TAMPA—The Temple at Perry has signed for Big 4's third series of 12 Westerns.

NEW ORLEANS—The Royal at Lafayette and the Opera House at Crowley have signed Big 4's third Western series. There are 12 pictures in the group.

Tiffany Goes Into Tiffany Class Shows

Schedules 12 Productions For Class "A" Houses

Tiffany goes into the expensive negative class with its new program and the first under the Hammons-Educational-Young aegis. It is understood that production will fall into two divisions: pictures designed for Class A houses of which there will be approximately 12 and several series of action pictures for Class B and subsequent run houses.

As an indication of the drift under the new Tiffany set-up the company has purchased talker rights to "The Last Mile" for $70,000, a figure which, in some instances, outstrips what the old-line companies have spent for story rights.

This and other plans are expected to be outlined to the combination shorts and feature convention which gets under way at the Astor today. Educational and Tiffany representatives from the Eastern half of the section of the country will be present.

Educational Starts First Of 3 Meetings Today

The annual convention of Educational Film Exchanges and its affiliated organizations will get under way at 10 o'clock this morning at the Hotel Astor, when home office execu-

(Continued on page 8)

"BUY RIGHT—BUT BUY NOW"

Wanger Reported in New Producing Firm

Broadway hears that a new producing company under the name of the Directors Guild is now being formed, according to Louis Sobol in the *New York Evening Journal*. The organization will have as its producers Lewis Milestone, Walter Wanger, King Vidor and Cecil B. DeMille, the columnist adds.

Katz and Katz

Sam Katz occupies a swanky Publix office on one of the upper floors of the Paramount Building.

Behind the soda fountain in Walgreen's on the main floor is a rotund youth with the same name efficiently serving the public's appetite, too.

His name is Sam Katz.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 13, 1931 No. 36

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpuhco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

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New Contract Is Discussed In Washington

(*Continued from page* 1)

the details of the contract before O'Brian and asked that he give some indication of the department's view of their legality, pointing out that all phases of the industry concerned have agreed upon the provisions and are desirous of eliminating litigation which, under the former uniform contract, kept the industry in a turmoil.

The new contract has been pending for some time as a result of apprehensions regarding possible Federal action should it be put into effect, but the department now is believed to be willing to review it and render an informal indication of its attitude. This being part of the administration's plan to aid business recovery by eliminating to the greatest possible extent uncertainty as to what may happen from well-meaning plans to improve conditions, under which heading it is now felt the proposed contract falls.

"BUY RIGHT—BUT BUY NOW"

Kibitzers, Kidders & Alibiers Get Together

The athletic heroes of the Motion Picture Club are going to receive the honors due them for their prowess at a special fete on the night of July 27, when the waterfront is to be moved to club headquarters for a real old-fashioned shore dinner.

In other words, the winners of the handball and pocket billiard tournament are to have the shore brought to them in token of their keen eyes and steady hands, which may not be so keen and steady later on. The entertainment committee announces that it will be a night when the kibitzers and kidders will reign supreme and when all losers can alibi themselves. The joker is that it will cost $5 to participate.

Off the Record

REVIVAL of "Sunnyside Up" at the Roxy the week of July 17 is said to have another reason than the usual desire to maintain the gross. The picture, an out-and-out musical, was one of the big babies of the 1929-1930 season. Reviving it may give Messrs Sheehan, Grainger *et al* a 1931 slant on musicals and the public.

●

Incidentally, musicals, in modified form, are heading theatre-ward this coming season. There won't be so much dancing; neither will there be so much singing as in the first deluge, because producers still recall, to their sorrow, the experience of '29-'30. But they're coming.

●

Louis Frisch may not take over all of the smaller Fox Brooklyn theatres, after all. He will take over a good number of the houses, nevertheless, with negotiations now under way.

Although Frisch at first began negotiating for the entire group of remaining houses, the money involved in the deal was far beyond the capital on hand, and hence it was impossible to include all the houses. The number Frisch will take is still undecided.

●

Spotting one of its pictures into a circuit house in New York, a certain company, fearing the production wouldn't go over so well, tried to induce the circuit chief to spend some money advertising it. The request met with a curt refusal and the producer put out his own ballyhoo. Then came the fireworks! The theatre man ordered it stopped and, failing, commanded that the name of the theatre be taken off on the plea that it wasn't dignified. So the ballyhoo is ballyhooing the picture but not the theatre.

●

Another Broadway theatre front is decorated with a large inscription reading: "It took four men to teach her what every woman knows."

How dense she must have been!

●

In one of those quick-firing outfits the other day the president picked up the house phone and purred into it:

"Please send Mr. Blank up right away."

"But he was discharged three weeks ago," responded the hello girl.

And that's not the first time that's happened, by any means.

●

The Fox studio is excited and is transplanting some of the tremors to New York. It's all about a newcomer named James Dunn who appears in "Bad Girl." Winnie Sheehan says this boy will wow 'em.

●

One of the junior clerks in the Warner-First National statistical department whose job it is to keep MOTION PICTURE DAILY posted on "Buy Now" sales is on the verge of rebellion.

Too much overtime, he says.

●

Many nice things are currently afoot about Lou Metzger.

It appears he is building up a real following among the Columbia boys in the field. That, in any sales organization, naturally means results.

Stock List Sags; Trading Dull

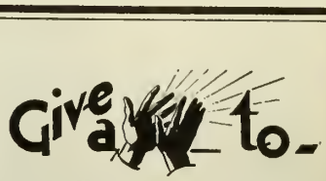
	High	Low	Close	Net Change	Sales
Consolidated Film Industries pfd	14¼	14¼	14¼	.....	100
Eastman Kodak	145½	144½	145	—2½	400
Fox Film "A"	16⅞	16⅛	16⅜	— ½	3,100
General Theatre Equipment new	4	3⅞	4	.....	1,500
Loew's Inc.	44¾	43¾	44	— ¾	2,500
Paramount Publix	25⅞	25½	25½	— ¼	1,600
Pathe Exchange	1¾	1¾	1¾	— ⅛	200
Pathe Exchange "A"	7⅝	7¼	7¼	— ⅜	200
RKO	14¾	14¼	14½	— ⅜	3,000
Warner Bros.	7⅜	7⅛	7⅛	— ⅜	1,600

Curb Issues Very Dull

	High	Low	Close	Net Change	Sales
General Theatre Equipment pfd	7¼	6⅞	6⅞	— ⅜	700

Bonds Erratic; Pathe Jumps 1

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	36¼	35	35	—2	7
Loew's 6s '41 ex war	99	98⅜	99	+ ½	6
Paramount Publix 5½s, '50	81	81	81	.....	1
Pathe 7s '37 ww	92½	92½	92½	+1	6
Warner Bros. 6s '39 wd	41	41	41	.....	1



Carl Laemmle for increasing his production budget, not decreasing, and thereby evidencing his faith in the return of prosperity in the industry.

To Sue or Not Is Ottawa's Problem

(*Continued from page* 1)

Famous Players, and Colonel John A. Cooper, president of the distributors association.

Cooper stated that any commissioner acting under the Combine Act is bound to play the role of prosecutor rather than judge and adds that he had no apologies to make regarding his own record in connection with British films.

"I am quite ready to defend that when the time arrives," Cooper said. Cohen threw no further light on the situation.

Independent exhibitors continue to wax excited. H. A. Kauffman, manager of Consolidated Theatres, Ltd., of Montreal, an independent chain of five houses, declared:

"They did not get to the bottom of the thing at all. They only investigated conditions in Ontario and British Columbia and did not call witnesses from Montreal or other Quebec cities. They have not heard the half of it, as the situation in Montreal is even worse. The combine controls everything here."

Dewey Bloom, recently appointed manager of the British film division of Regal Films, in which N. L. Nathanson has a large interest, said that the stage was all set in Canada now for a British drive and announced 15 British pictures for scheduled release. Bloom pointed out that Commissioner White reported no real effort had been made to market British films, but that Regal now had its organization well under way. Regal also handled M-G-M and Pathe and was named as party to the combine.

Surprise is expressed here that United Artists was named by White since United has been on the outs with Famous Players and had catered to independents for a year or more.

"BUY RIGHT—BUT BUY NOW"

Headed East

HOLLYWOOD—Marilyn Miller expects to be discharged from a local hospital this week and to make a quick trip to New York.

John Barrymore and Dolores Costello are headed New York-ward via their yacht, the *Infanta*, and the Panama Canal.

"BUY RIGHT—BUT BUY NOW"

No. Publix Statement

Efforts to reach Sam Katz, Sam Dembow, Jr., and D. J. Chatkin of Publix for a statement on a Houston report that Howard Hughes had taken over the Metropolitan, Kirby and Queen in that city from the Paramount theatre ally proved unsuccessful on Saturday.

Looking 'Em Over

"Transatlantic"

(*Fox*)

HOLLYWOOD—William K. Howard has turned an improbable, though interesting, story into a fascinating picture and made a likeable, almost convincing Edmund Lowe out of an unlikeable hero.

Expert direction, remarkable camera work by James Howe and a distinguished name cast combine to make this box-office.

From the moment Monty Greer (Edmund Lowe) sneaks aboard the smart luxurious transatlantic liner until a London bobby takes him in tow at the voyage's end, events happen with a fast, furious, glittering tempo against a background that will make women particularly, but most any adult, long to take a big boat trip to Europe.

The running duel up and down the steel galleries of the lofty engine room is a breathless sequence of action photography. Monte pits his sharp wits against Handsome (Earle Foxe) and the trio of gamblers, Henry Sedley, Louis Natheaux and Bob (not M-G-M) Montgomery. His capable hands unravel the life skeins of the banker and his bride, John Halliday and Myrna Loy; the aged lensmaker, Jean Hersholt, and Lois Moran, and even the wicked siren, Greta Nissen. The siren dancer and the banker's wife he has known in his spectacular past; the others he meets with surprising swiftness.

Hudgiu (Billy Bevan) affords the comedy relief.

W. A. JOHNSTON

"Susan Lennox"

(*M-G-M*)

HOLLYWOOD—Having sent Miss Shearer to Europe on a well-earned—or much needed—vacation following her appearance as a gorgeous lady of dubious morals in "Divorcee," "Strangers May Kiss," and "A Free Soul," M-G-M seems to have continued its "sin and succeed" series with Greta Garbo.

Gorgeously mounted, excellently cast, expertly directed, it, nevertheless, is proof sufficient that in its present form, the Hays code is nothing for producers to worry about or that it is all in fun.

It is understood M-G-M intends doing considerable re-cutting and re-shooting before "Susan Lennox" is released. Under the circumstances, this writer feels it is unfair at this time to more extensively discuss what appears to be "a delicate subject," to say the least.

LEO MEEHAN

"Bad Girl"

(*Fox*)

HOLLYWOOD—Fox has a flashing winner in "Bad Girl" and a great find in James Dunn, Winfield Sheehan's discovery. This pulsing, best-seller story of rough, young love groping its unconscious way to maternity has been handled with hearty realism, yet with such clean-mindedness that it should serve forever as a lesson to all producers that pictures within the code are matters of treatment, not of theme.

Honors go to Frank Borzage for a finely sustained balance of laughter and tears that makes a record, and to Edwin Burke for a running fire of smart-cracking that never falters. Sally Eilers does her best work, teaming right along with Dunn. Minna Gombell registers to the mark.

With pictures like this—and Fox has others—the fall box-office looks rosy.

W. A. JOHNSTON

"Sporting Blood"

(*M-G-M*)

GLENDALE, Cal.—When preview audiences stamp their feet, whistle and yell, it would seem that pictures are getting back to the good old days of movies that move people. That was the unusual greeting "Sporting Blood" got at a Glendale house. "Skippy" is the only other picture that brought such applause there.

How people do love these salt-of--the-earth pictures about dogs and horses and their ennobling effect upon human beings! "Sporting Blood" has a really big story. Hunt Stromberg decided so and then convinced. Charles Brabin, who, with Harold Rosson, has filmed a picture that will be loved and cheered and wept over till it takes a top-notch place in this season's record.

Clark Gable and Madge Evans will receive well-deserved plaudits; so will Ernest Torrence, Lew Cody and Marie Prevost. But this delighted reviewer takes off his hat to the sterling work of John Larkin, who carried little Tommy Boy from a mud puddle on to his spell-binding Derby finish.

W. A. JOHNSTON

Women Go on Forever

(*Tiffany*)

HOLLYWOOD—Previewed here at the Boulevard Theatre, this James Cruze production with Clara Kimball Young in the leading role rates as fair entertainment. Miss Young's performance was well received, as were those by Marion Nixon, Paul Page, Thomas Jackson and Maurice Black. The story centers about a boarding house in which the doings of a heterogeneous world take place. The plot drifts aimlessly until Page, the taxi driver in love with Miss Nixon, is framed by a racketeer so that he can have an open road in making the attractive boarder. It is not long before the racketeer gets his just deserts, but not until there is a duo of killings. The love thread is re-woven for a happy climax. Direction of Walter Lang was well handled.

"Guilty Hands"

(*M-G-M*)

SANTA MONICA—If the reception here is any criterion, Bayard Veiller's yarn in which Lionel Barrymore again acts and directs, it looks like M-G-M can count on this one for good results at the box-office. Barrymore dominates the entire picture by his unusual performance and it is this that got the rounds of applause at the pre-view.

The story pivots about the planned marriage of Madge Evans, Barrymore's daughter. When he learns that Alan Mowbray, a ne'er do well, is about to claim his offspring, Barrymore kills him at his (Mowbray's) home. With Kay Francis, Mowbray's mistress, accusing Barrymore for the murder, he claims it a case of suicide when the police investigate. As Mowbray's body is being removed from the room the muscles of his hand holding the revolver contract and cause the gun to shoot, killing Barrymore.

The novelty of the climax practically took the audience off its feet. William Bakewell, Alan Mowbray, C. Aubrey Smith and Henry Barrow chalf up performances that the collectively well done. W. S. Van Dyke, director of "Trader Horn," has added another wreath to his bower of successes.

The Critics Say

IN this department, the New York reviewers will find a mouthpiece to speak their piece about pictures that play the Broadway first-runs.

For instance, their opinion—cross-sectioned—is this about

"The Black Camel"

Fox

AMERICAN—*The best of the Charlie Chan series yet to reach the screen***Warner Oland***is thoroughly convincing****

DAILY MIRROR—*An excellent detective picture.*

DAILY NEWS—****a corking mystery story****

EVENING JOURNAL—*The pictures of Honolulu are real and enticing*** if you have seen and like any of the Charlie Chan pictures you'll find this the most interesting of the lot.*

GRAPHIC—*One of the smoothest murder mysteries to occupy a Broadway screen in many months****

HERALD-TRIBUNE—****a bit more complicated and somewhat less satisfying than its predecessor, "Charlie Chan Carries On"****

MORNING TELEGRAPH—****a worthy successor to "Charlie Chan Carries On."*

POST—****the story is admirably put together and well sustained.*

SUN—****the suspense is fairly well kept up"****

TIMES—*Warner Oland***gives to the picture a good and even performance.*

WORLD-TELEGRAM—****very well acted and it holds the suspense.*

"Woman of Experience"

RKO Pathe

AMERICAN—****strictly conventional ***cut according to pattern***Despite triteness in plot and insipidity of dialogue, the story is frequently well-enacted****

DAILY MIRROR—*A good strong movie***Miss Twelvetrees dominates****

DAILY NEWS—****a mediocre film.*

EVENING JOURNAL—****melodramatic to absurdity****

GRAPHIC—*The star***is***superior to her vehicle***A tawdry, stale story****

HERALD-TRIBUNE—****She is not a Marlene Dietrich***Miss Twelvetrees plays with invariable charm and with indisputable dramatic resourcefulness. *** nothing but a milk-and-water "Dishonored"****

POST—****a laborious copy of the usual spy story***Miss Twelvetrees***steps over the banalities of the story with admirable skill****

SUN—****Its silly little plot is filled with loopholes, it is clumsily told and the dialogue is the usual Hollywood theatrical hay. Miss Twelvetrees***is a mildly clever little actress****

TIMES—****audience seemed to like the picture fairly well. It was an old friend.*

WORLD-TELEGRAM—*Generally feeble tale made more unreal by some dialogue*

(*Continued on page 8*)

Shorts

"The Vanishing Legion"

No. 1 "The Voice from the Void"

(*Mascot*)

Not only a go-getter for juveniles but looks like a great bet for adults as well. Starts off with a horse fight with Rex, the man killer, besting his opponent. The initial chapter has to do with Jed Williams being hunted by both the law and the lawless, his capture and the efforts of his son to set him free. The outlaws are out to stop Cardigan from bringing in several trucks of oil and they succeed through a clever ruse that brings about the smash close with the trucks going to ruin. Harry Carey is Cardigan, Edward Hearn is Jed Williams, Frankie Darro his son, Edwina Booth, "The Voice," William Desmond, the sheriff and Philo McCullough, Stevens, "The Voice's" head man. Running time, 36 minutes.

"BUY RIGHT—BUT BUY NOW"

"Adventures in Africa"

No. 3 "The Lion Hunt"

(*Vitaphone No.* 5103)

Wynant D. Hubbard focuses his camera on one of the small villages of Africa where a couple of lions have entered the cow enclosure and started trouble. The rip snortin' lions stop at nothing and how they tackle the bovines with their horns is clearly pictured. One of the lions escapes from the corral and it isn't long before he is brought back. One is speared in the enclosure and the other annoyer is taken alive in the nets.

"BUY RIGHT—BUT BUY NOW"

"Campaign Capers"

(*Universal*)

Universal sponsors another batch of laughs in the second of the Slim Summerville comedies. The marines, Summerville and Harry Gribbon, continue their bickering and gagging with Slim again getting the worst of it. What will probably get most of the laughs is the scene where dynamite fuses are wired to the typewriter keys. Edward Kaufman, supervised the short which Harry J. Edwards directed. Running time, 20 minutes.

"BUY RIGHT—BUT BUY NOW"

"Cold Turkey"

(*Vitaphone No.* 1215)

Another in the Helen Broderick series and a laugh from beginning to end. Vitaphone is supplying the comedienne with sure-fire gags, and she clicks big in all of her shorts.—Running time, 7 minutes.





LET'S GO, SHOW BUSINESS!

LET'S GO

because **business in general is coming back with a whoop. Because picture business needs only a rallying cry and some more good productions to bring boom-time profits to theatres.**

LET'S GO

because **PARAMOUNT, the industry's leader, is furnishing the slogan and the hits. Sufficient of PARAMOUNT'S 20th BIRTHDAY JUBILEE PROGRAM for 1931-2 have been shown and finished to brand the group without question the best in 20 years!**



LET'S GO

because "THE SMILING LIEUTENANT" is doing S.R.O. at the two-a-day Criterion, New York, and Carthay Circle, Los Angeles; and has licked terrific heat at the United Artists, Chicago, for the healthiest gross in a year! Because previews of "AN AMERICAN TRAGEDY" led the wise boys to tab it the big money show of the year. Because "MURDER BY THE CLOCK" and THE MARX BROTHERS' "MONKEY BUSINESS" are the talk of Hollywood.

LET'S GO

because the famous stars, the rising players, the best directors, the hottest selling books and plays are with PARAMOUNT, where YOU, as an exhibitor, know they'll do YOU the most good. And the avalanche of signed 1931-2 PARAMOUNT contracts sweeping into our exchanges proves YOU KNOW IT.

LET'S GO, SHOW BUSINESS with PARAMOUNT



The PARAMOUNT exhibitor in 1931-2 will reap greater profits than ever before!

Cleveland Is 'Broadminded' With $8,000

CLEVELAND—There was nothing to get excited about in the way of film grosses. "Broadminded' clicked $8,000 in nine days at Warners' Lake, against an average of $5,000, but all the other first runs dropped below yearly averages.

Estimated takings for the week ending July 9 and year-round averages:

"BROADMINDED" (F. N.)
WARNER'S LAKE—(800), 40c-60c, 9 days. **Gross:** $8,000. **(Average,** $5,000.)

Week ending July 10:

"BLACK CAMEL" (Fox)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $16,000. (Average, $20,000.)

Week ending July 11:

"WOMEN LOVE ONCE" (Para.)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $14,000. (Average, $18,000.)

"SMART MONEY" (Warners)
RKO HIPPODROME—(4,100), 25c-75c, 2nd week, 7 days. **Gross:** $11,000. (Average, $15,000.)

"EX-BAD BOY" (Univ.)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. **Gross:** $18,000. (Average, $23,000.)

"BUY RIGHT—BUT BUY NOW"

Mr. Humidity Visits Boston And Hits B.O.'s

BOSTON—Mid-summer business has fallen below that of last season and many theatres which were able to keep balconies open last season have closed them this year. Hot, rainy weather with high humidity has helped to keep grosses down. Theatre advertising has been slashed to only a fraction of its usual size.

Several theatres slid below par during the week. "The Night Angel" at the Metropolitan did only a fair business, while Norma Shearer in "A Free Soul" at the State could only be called fair from a box-office standpoint. Showing of the fight films and Post-Gatty flight pictures failed to boost grosses.

Estimated takings for the week ending July 9 and year-round grosses:

"ARIZONA" (Col.)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** 17,000. (Average, $18,000.)

"EX-BAD BOY" (Univ.)
KEITH'S (2,800), 30c-65c, 7 days. **Gross:** $17,500. (Average, $18,000.)

"INDISCREET" (U. A.)
LOEW'S ORPHEUM — (3,100), 25c-50c, 7 days. Vaude. **Gross:** $18,000. (Average $20,000.)

"A FREE SOUL" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $19,000. (Average $20,000.)

"THE NIGHT ANGEL" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. **Gross:** $30,000. (Average, $32,000.)

"SMART MONEY" (Warners)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $13,500. (Average, $15,000.)

"CHANCES" (F. N.)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross:** $14,000. (Average, $15,000.)

"SMART MONEY" (Warners)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $11,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Giesem Gets Dixie

BASTROP, Tex.—A deal has been closed whereby F. E. Giesem of Austin takes over the Dixie from Gilreath and Beaseman, former operators.

Albany Heat Drives Folks To Outdoors

ALBANY—Low ebb was reached at Albany's theatres this week as blistering heat prevailed day after day. Every one, or seemingly every one, preferred the great open spaces to the theatres, while vacations undoubtedly took hundreds and perhaps thousands out of town. There is one thing certain, however: the theatres of this city have nothing to fear from Tom Thumb golf courses this summer. These latter are absolutely dead, the majority either closed completely or attracting a mere half dozen players at their best.

With a couple of circuses booked for next week, things don't look any too bright for the immediate future. "Daddy Long Legs," for a second run at the Leland, couldn't even pull them in.

Estimated takings for the week ending July 9 and year-round averages:

"PARLOR, BEDROOM AND BATH" (M-G-M)
HARMANUS-BLEECKER HALL — (2,300), 35c-50c, 6 days. **Gross:** $6,340. (Average, $10,000.)

"DADDY LONG LEGS" (Fox)
(LELAND—(1,350), 20c-25c, 6 days, subsequent run. **Gross:** $2,900. (Average, $4,500.)

"SMART MONEY" (W. B.) and "MEN OF THE SKY" (W. B.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,850. (Average, $2,250).

"SHIPS OF HATE" (First Graph) and "MEET THE WIFE" (Col.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,700. (Average, $2,250.)

"SWEEPSTAKES" (Pathe)
R-K-O PROCTOR'S—(1,500), 20c-60c, 3 days. **Gross:** $2,400. (Average, $3,000.)

"BROADMINDED" (F. N.)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $5,500. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

'Vice' 'Murder' 'Sinners' High In Saint City

ST. PAUL—"Vice Squad," "Young Sinners" and "Up for Murder" does not sound like a Pollyana line-up, but enough residents were attracted to give the Paramount, Riviera and RKO Orpheum, respectively, grosses that were one grand above normal. The other first-run, the Tower, just made par with $2,000 for "The Maltese Falcon."

Estimated takings for the week ending July 10 and year-round averages:

"THE VICE SQUAD" (Para.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"YOUNG SINNERS" (Fox)
RIVIERA—(1,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"UP FOR MURDER" (Univ.)
RKO ORPHEUM — (2,600), 25c-50c, 7 days. Vaude. **Gross:** $13,000. (Average, $12,000.)

"THE MALTESE FALCON" (Warners)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,000. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

Horwitz Darkens House

CLEVELAND — Harry Horwitz has closed the New Broadway until there shall be signs of improvement in local business conditions. The Olympia, another Horwitz house, is running on a part time schedule.

"Possession," 'Free Soul' Top In Portland

PORTLAND—"A Free Soul" and "Man in Possession" copped first honors here, each topping par by $3,000 at the Broadway and Paramount, respectively. The grosses were $8,000 and $15,000 at those spots. "Gold Dust Gertie" and "Up for Murder" also were in the black. Theatres with cooling systems plugged them heavily when the thermometer reached 98.

Estimated takings for the week ending July 9 and year-round averages:

"A FREE SOUL" (M-G-M)
FOX BROADWAY—(1,912), 25c-50c, 7 days. **Gross:** $8,000. (Average, $5,000.)

"MEN OF THE SKY" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,200. (Average for week, $4,000.)

"HUSH MONEY" (Fox)
FOX RIALTO—(1,498), 35c-35c, 4 days. **Gross:** $1,800. (Average for week, $4,000.)

"GOLD DUST GERTIE" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 7 days. **Gross:** $5,700. (Average, $4,000.)

"MAN IN POSSESSION" (M-G-M)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "Tomorrow's Stars" Idea. **Gross:** $15,000. (Average, $12,000.)

"UP FOR MURDER" (Univ.)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $11,000. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Dual Bill Is High Grosser In Providence

PROVIDENCE—Playing a double-feature bill, "Svengali" and "Party Husband," the Majestic came through again this week to win first honors, bringing grosses to $13,200, $3,200 above average. Although Loew's State took in more coin than other houses, it went below par by $2,500.

All other theatres went under badly. RKO Victory played "Three Who Loved" and took it on the chin, grossing only $3,000. RKO Albee counted $3,500 with "Ex-Bad Boy," while Paramount was able to gross $6,300 with "Women Love Once."

Estimated takings for the week ending July 9 and year-round averages:

"THREE WHO LOVED" (Radio)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $3,000. (Average, $6,500.)

"EX-BAD BOY" (Univ.)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $3,500. (Average, $9,000.

"SVENGALI" (Warners) and "PARTY HUSBAND" (F. N.)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $13,200. (Average, $10,000.)

"WOMEN LOVE ONCE" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,300. (Average, $10,000.)

"MAN IN POSSESSION" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $15,500. (Average, 18,000.)

"BUY RIGHT—BUT BUY NOW"

New Waco Censor

WACO, Tex.—Succeeding Mrs. J. W. Downs, whose salary of $75 per month as secretary of the city censor board was discontinued here, City Secretary George D. Field has been appointed city censor. No picture may be shown in Waco before a permit is obtained.

Norma and Joe Take Honors in Philadelphia

PHILADELPHIA—"A Free Soul" and "Broadminded" were the leaders this week, the Norma Shearer vehicle getting $7,000, or $2,000 above average, at the Karlton, and Joe E. Brown boosting the Earle's receipts to $18,500, which is $500 above par.

Estimated takings for the week ending July 9 and year-round averages:

"KICK IN" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,500. (Average, $3,000.)

"BROADMINDED" (F. N.)
EARLE—(2,000), 25c-65c, 6 days. Vaude. **Gross:** $18,500. (Average, $18,000.)

"ANNABELLE'S AFFAIRS" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $23,200. (Average, $26,000.)

"A FREE SOUL" (M-G-M)
KARLTON—(1,000), 40c-50c, 6 days. **Gross:** $7,000. (Average, $5,000.)

"I TAKE THIS WOMAN" (Para.)
KEITH'S — (1,800), 35c-50c-75c, 6 days. **Gross:** $12,500. (Average, $15,000.)

"THE MALTESE FALCON" (Warners)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $35,000. (Average, $40,000.)

"CHANCES" (F. N.)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $8,000. (Average, $18,000.)

"ARIZONA" (Col.)
STANTON—(1,700), 35c-50c-75c, 6 days. **Gross:** $7,000. (Average, $11,000.)

"BUY RIGHT—BUT BUY NOW"

"Newly Rich," "Possession" Top in Denver

DENVER—It was a dull week generally, although two pictures managed to top the average mark—"Man in Possession" to the tune of $1,000 at the Denver, grossing $16,000, and "Newly Rich" beating par at the Rialto, the take being $4,000. The audiences seem to have got a kick out of the antics in the latter.

Estimated takings for the week ending July 9 and year-round averages:

"MAN IN POSSESSION" (M-G-M)
DENVER—(2,300), 25c-35c-65c, 7 days. Milt Franklyn and Fanchon & Marco "Broken Dolls" Idea. Fred Schmitt and orchestra. **Gross:** $16,000. (Average, $15,000.)

"HELL BOUND" (Tiff.)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"THE IRON MAN" (Univ.)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"CHANCES" (F. N.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $11,000.)

"NEWLY RICH" (Para.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $4,000. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

Fox Opens Theatre

WATSONVILLE, Calif.—FWC opened its Watsonville Fox here after expending some $50,000 remodelling. The house seats 1,200 and has a 50 cent top. A. M. Bowles, Charles Thall and other Fox officials attended the opening. Mayor Charles Baker was the principal speaker. J. D. Graham is manager. Paramount's "Newly Rich" was the opening attraction.

"Lawless" and "Possession" Frisco Highs

SAN FRANCISCO—Best percentages for the week went to the Golden Gate, which presented Olsen and Johnson, vaudevillians, with "Lawless Woman," and to the Fox, playing "The Man in Possession," both houses over an average of $5,000. "Never the Twain Shall Meet" was the third to go over the par mark. Hot weather was responsible for the showing of the others.

Estimated takings for the week ending July 11 and year-round averages:

"LALWESS WOMAN" (Chesterfield)
GOLDEN GATE—(2,800), 35c-45c-50c-65c. 7 days. Vaudeville, with Olsen and Johnson. **Gross:** $20,000. (Average, $15,000.)

Week ending July 8:

"NEVER THE TWAIN SHALL MEET" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band; stage show. **Gross:** $13,250. (Average, $13,000.)

"MAN IN POSSESSION" (M-G-M)
FOX—(4,600), 35c-60c, 7 days. F & M stage show; Walt Roesner concert. **Gross:** $39,000. (Average, $34,000.)

"SWEEPSTAKES" (RKO Pathe)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $12,000.)

"CHANCES" (F. N.)
PARAMOUNT—(2,740), 25c-35c-50c, 7 days. Jess Stafford's band. **Gorss:** $13,000. (Average, $19,000.)

"REACHING FOR THE MOON" (U.A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days. **Gross:** $11,500.

"PARTY HUSBAND" (F. N.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $20,000. (Average, $21,000.)

Week ending July 9:

"SMART MONEY" (Warner)
WARNER BROS.—(1,385), 35c-50c). 2nd week, 7 days. **Gross:** $7,350. (Average, $10,500.)

Week ending July 11:

"DIE FORSTERCHRISTEL"
COLUMBIA—(1,700), 35c-50c-75c, 7 days. **Gross:** $10,000.

"BUY RIGHT—BUT BUY NOW"

Hope to Kill Dual Bills by September

(*Continued from page* 1)

bills until the important competitive situations in the 10 per cent group indicate that they will go along with the rest.

The general belief here is that a plan will be worked out prior to September 1 for city-wide abolition of the policy in all theatres which play prior to the tenth week of general release.

"BUY RIGHT—BUT BUY NOW"

Tobis Set to Add 16 Foreign Houses

(*Continued from page* 1)

theatres in New York, Philadelphia and Baltimore.

Milton Diamond, president of Tobis of America, has just signed contracts with Moviegraphs, Inc., Moviegraph of Maryland, Europa Cinema, Inc., Associated Cinemas of America, Inc., and Max A. Goldberg linking these units with the Tobis organization. Tobis Theatres Corp., together with Tobis Forenfilms, Inc., Tobis Inc., and Tobis of America, is a sister company to Tobis Tonbild Sundikat A. G. of Germany, Films Sonores Tobis, Paris and Associated Sound Film Industries, London, all under patronage of Kuechenmeister's Internationale Maatschappij voor Sprekende Films, Amsterdam.

Yank "A Free Soul" in 2d Seattle Week; Elks Hurt

SEATTLE—The yanking of "A Free Soul" after the third day of its scheduled second week was the highlight of a week that was generally below normal despite the fact that the national Elks' convention brought 10,000 to town. Extremely hot weather helped a lot to put the kibosh on trade.

Although "Gold Dust Gertie" went into the Music Box for a contemplated fortnight's run, seven days finished it.

Estimated takings for the week ending July 10 and year-round averages:

"I TAKE THIS WOMAN" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, $3,000.)

"HUSH MONEY" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $1,500. (Average, $2,000.)

"A FREE SOUL" (M-G-M)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c,75c, 3 days, 2nd week. **Gross:** $4,000. (Average for week, $12,000.)

"MAN IN POSSESSION" (M-G-M)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 4 days. **Gross:** $7,000. (Average for week, $12,000.)

"AIR POLICE" (Sono-Art)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,500. (Average, $6,500.)

"GOLD DUST GERTIE" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"EVERYTHING'S ROSIE" (Radio)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaude. **Gross:** $13,000. (Average, $13,500.)

Omaha First Runs Better Average Take

OMAHA—Not much cause for grief in theatre circles here last week, for every first run beat the deadline figure. Both "The Man in Possession" and "Sweepstakes" went over par to the tune of $2,000, grossing $9,000 and $14,500, and "I Take This Woman" bettered the grade by $1,000. Rain on the Fourth of July sent them hurrying to the cinema palaces.

Estimated takings for the week ending July 10 and year-round grosses averages:

"SWEEPSTAKES" (RKO Pathe)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four RKO acts. **Gross:** $14,500. (Average, $12,500.)

"THE MAN IN POSSESSION" (M-G-M)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $9,000. (Average, $7,000.)

"LADIES' MAN" (Para.)
STATE—(1,200), 25c, 4 days. **Gross:** $1,600. (Average, $1,200.)

"TOO YOUNG TO MARRY" (F. N.)
STATE—(1,200), 25c, 3 days. **Gross:** $1,000. (Average, $900.)

"I TAKE THIS WOMAN" (Para.)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $6,500. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

All Pictures Above Average In Charlotte

CHARLOTTE—Night baseball, resorts and hot weather failed to do much damage here last week, for every feature beat the average figure.

Estimated takings for the week ending July 10 and year-round averages:

"CHANCES" (F. N.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $4,500. (Average, $3,750.)

"THE MALTESE FALCON" (Warners)
BROADWAY—(1,167), 25c-35c-50c-, 3 days. **Gross:** $5,000. (Average, $3,750.)

"CONFESSIONS OF A COED" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"THE MAN IN POSSESSION" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,500. (Average, $5,500.)

"Sinners" Is Buffalo Best With $23,000

BUFFALO—All the first runs did a little better than the previous week, the Great Lakes being in the van with "Laughing Sinners," which took in $23,000, beating par by $500. "Young Donovan's Kid" was the Hippodrome's best in weeks, the matinees being especially good.

Estimated takings for the week ending July 10 and year-round averages:

"SMART MONEY" (Warners)
BUFFALO—(3,300), 30c-65c, 7 days. Publix stage show. **Gross:** $20,800. (Average, $25,000.)

"BIG BUSINESS GIRL" (F. N.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $8,000. (Average, $12,000.)

"LAUGHING SINNERS" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $23,000. (Average, $22,500.)

"DONOVAN'S KID" (Radio)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaudeville. **Gross:** $18,200. (Average, $20,000.)

"THE LION AND THE LAMB" (Col.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $7,900. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Freuler Lists Titles Of Twelve Westerns

HOLLYWOOD—With work on the first of the new series of western to start shortly, John R. Freuler, president of Big 4, announces the titles of the 12 as follows: "Headin' for Trouble," "Cyclone Kid," "Lure of the Range," "Desert Spawn," "Rip Roaring Broncs," "Mark of the Spur," "Blazed Trails," "Highway Riders," "Hard Pan Gulch," "Rio Grande Raiders," "Guns and Saddles" and "Quick Trigger Lee." Upon completion of the line-up a new series of six melodramas will be started.

"BUY RIGHT—BUT BUY NOW"

Book "Viking," First Indie, Into Roosevelt

CHICAGO—The Roosevelt, Publix-Balaban & Katz first-run Loop house, will play Varick Frissel's "The Viking" at an early date. This is the first booking ever accorded independent product by the Roosevelt under Publix-B. & K. management. Judel! Pictures is the local independent distributor of "The Viking."

"Hell Bound" Is Leader in Okla. City

OKLAHOMA CITY—"Confessions of a Co-ed" was the only picture reaching par last week, doing $7,000 at the Capitol, with all other houses being below normal. The Warner, in its last week before its six weeks' closing, totaled $6,400 with "Hell Bound" against an average of $7,600.

Estimated takings for the week ending July 10 and year-round averages:

"SMART MONEY" (Warners)
CRITERION—(1,800), 10c-35c-50c- 7 days. **Gross:** $6,500. (Average, $8,000.)

"CONFESSIONS OF A COED" (Para.)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"BROADMINDED" (F. N.)
MID-WEST — (1,500), 10c-25c-35c-50c. 7 days. **Gross:** $5,600. (Average, $7,500.)

"HELL BOUND" (Tiff.)
WARNER—(1,700), 10c-25c-35c-50c. 7 days. **Gross:** $6,400. (Average, $7,600.)

"LIGHTNING FLYER" (Col.)
LIBERTY—(1,500), 10c-15c-35c, 3 days. **Gross:** $600. (Average for week, $3,000.)

"GOLDIE" (Fox)
LIBERTY—(1,500), 10c-15c-35c, 4 days. **Gross:** $650. (Average for week, $3,000.)

"BUY RIGHT—BUT BUY NOW"

Cool Breezes Help B. O. in Minneapolis

MINNEAPOLIS—A spell of cool weather turned the thoughts of fans movieward, and as a result three houses clicked above-average takes and the other two just made the grade. "The Night Angel" received a general panning, but the folks traveled to the Minnesota, nevertheless, giving that house a gross of $20,000, which is just normal.

Estimated takings for the week ending July 10 and year-round averages:

"SVENGALI" (Warners)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"CHANCES" (F. N.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $3,000. (Average, $2,500.)

"THE NIGHT ANGEL" (Para.)
MINNESOTA—(4,000), 30c-75c, 7 days. Horace Heidt heading vaude bill. **Gross:** $20,000. (Average, $20,000.)

"UP FOR MURDER" (Univ.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaude. **Gross:** $15,000. (Average, $14,000.)

"YOUNG SINNERS" (Fox)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Ellison, Denver Vet, Leaves $15,000 Estate

DENVER—Homer E. Ellison, veteran theatre and supply man, who died recently, left an estate of approximately $15,000. Two sons, Homer and Burns Ellison, who were associated with their father in the Federal theatre, will share the estate.

"BUY RIGHT—BUT BUY NOW"

Vita-Temple Closes

TOLEDO — The Vita-Temple closed Sunday and will remain closed until further notice, Jack O'Connell has informed the Cleveland Film Board of Trade.

"The Spice" of Educ'l—Tiffany Sales Confab



A. S. KIRKPATRICK
General Manager



STANLEY W. HATCH
General Sales manager



EARLE W. HAMMONS
President



BUDD ROGERS
Feature Sales Manager



GORDON S. WHITE
Publicity Adv. Chief

Universal 3-Month Profit Is $255,783

(Continued from page 1)

ing assets as of November 1, 1930, of $10,154,188.50 and current liabilities of $3,872,742.64. Surplus on May 2, 1931, was $4,279,954.71, which included $1,354,000 surplus arising through revaluation of land.

The company states it has effected substantial reductions in operating cost. Expenses for six months to May 2 were less by $538,977 than those of the preceding six months, and $485,506.67 less than the expenses of the corresponding six months' period ending May 3, 1930.

"BUY RIGHT—BUT BUY NOW"

Indict Sponsor of Two-Operators' Bill

CHICAGO—State Senator Daniel Serritella, Capone ally who championed the compulsory two operators' bill which was defeated in the Illinois State legislature last month, was indicted for conspiracy by the Cook County grand jury here Saturday.

The indictment was the result of a lengthy investigation of irregularities in Serritella's administration of the Chicago city sealer's office, which he occupied prior to the last city election.

"BUY RIGHT—BUT BUY NOW"

Pathe Loses Suit

LOS ANGELES—Judgment for $102,488 against Pathe Exchange, Inc., was awarded to the Cinema Finance Corporation and Nathaniel H. Spitzer, producers of "Ingagi," for breach of contract.

"BUY RIGHT—BUT BUY NOW"

Mintz Back

Charles B. Mintz, producer of the Krazy Kat Cartoons and the Scrappy Cartoons, returns to New York today from Hollywood after an absence of eight weeks.

"BUY RIGHT—BUT BUY NOW"

Cincy Critic Killed

CINCINNATI—Carl B. Adams, 33, dramatic and picture critic for the *Cincinnati Enquirer,* was killed in an automobile accident while on his way to Cumberland Falls for a week-end vacation.

"BUY RIGHT—BUT BUY NOW"

Now It's the Dinkases

HOLLYWOOD—Major C. Court Treat and Howard Hughes will bring Dinkas, giant cannibal tribe from Africa, to the screen in "The Fight to Live." Treat plans 13 shorts in Multicolor in addition to the feature.

Educational Starts First Of Three Meetings Today

(Continued from page 1)

tives, eastern branch managers and producers' representatives will inaugurate the first of a series of three regional meetings. For the second successive year, Educational will divide its annual national convention into three district conferences. The first, which will be attended by the heads of exchanges from Boston and New York to Cleveland, will terminate on Wednesday; the second, or middle-western meeting, will take place on July 16 and 17 at the Congress Hotel, Chicago; and the third at the Brown Palace Hotel, Denver, on July 20 and 21.

Earle W. Hammons will open this morning's session with an address of welcome. With the acquisition of Tiffany during the past year, and the subsequent expansion of Hammons' activities in the feature field, it is expected that he will present his company's plans for further expansion as well as a detailed analysis of Educational's short subject program.

Following the address by the president the conference will hear speeches by A. S. Kirkpatrick, assistant general manager, and Stanley W. Hatch, general sales manager, both of whom will confine their talk to matters pertaining exclusively to Educational and its interests. An address by Gordon S. White, director of advertising and publicity, will bring the day's program to a close.

Tuesday's meeting will be given over largely to the company's interests in feature-length productions. The session will be opened by an address by Budd Rogers, feature sales manager. Representatives of the various producing units releasing through Educational's system will then take the floor. The speakers will include G. C. Reid, producer of the William J. Burns Detective Mysteries series; Howard C. Brown, co-producer with Curtis F. Nagel of Romantic Journeys; W. B. Frank, representative of Mack Sennett comedies; and William Saal, on behalf of Tiffany. An open meeting will follow a talk by White on aspects of feature advertising.

Individual conferences will constitute the Wednesday program, after which the home office executives will leave on the Century Limited for the Chicago meetings.

Arthur Greenblatt, New York; Fred G. Sliter, Boston; Harry D. Noble, New Haven; Charles Flaherty, Albany; H. F. Brink, Buffalo; J. Kaliski, Pittsburgh; J. A. Bachman, Philadelphia; J. H. Beaver, Washington; J. H. Butner, Atlanta; J. E. Hobbs, Charlotte; L. J. Klar, Cincinnati; H. R. Skirboll, Cleveland; and J. Travis, Canadian Manager. Arthur Lucas and Jack Skirboll, special representatives, will also attend.

Mexico Subsidizes Spanish Productions

(Continued from page 1)

lish. The tariff on blank films was reduced 50 per cent to one peso (50 cents American) a kilo, or two and two-tenths pounds. Silent pictures requiring titling here will be eight pesos ($4) a kilo as formerly, but if already titled, the tax will be 18 pesos ($9).

Talking films in Spanish will be taxed 20 pesos ($10) a kilo, but in any other language a duty of 75 pesos ($37.50) a kilo is provided. Motion picture cameras are on the free list. The decree also provides that phonograph records in Spanish will be charged only one-half the duty charged on other languages.

"BUY RIGHT—BUT BUY NOW"

Ingram Joins Ideal

LONDON—Rex Ingram will make a series of talkers for Ideal Films.

Etta Klein Sues Ideal For Contract Breach

Etta L. Klein, through her attorneys, Weinstein & Levinson, has started suit against Ideal Pictures Corp. and Morris J. Kandel for $24,720 in damages.

Mrs. Klein, who was engaged by the defendants to establish and conduct their foreign department, in her complaint, filed in the Supreme Court of New York, alleges fraud, deceit and breach of contract.

Kandel could not be reached for a statement.

"BUY RIGHT—BUT BUY NOW"

Laemmle Here Tomorrow

Carl Laemmle will arrive in New York tomorrow, completing the first leg of his trip to Europe, where he will confer with Erich Remarque and John Drinkwater, the latter author of "The Life and Adventures of Carl Laemmle."

Chi Carriers Give Week Service Free

CHICAGO—Additional summer operating relief was won for Chicago exhibitors when the Film Carriers' union announced that delivery and pick-up service would be performed without charge for all theatres open during the full week beginning July 20.

The concession came as a result of negotiations conducted between Jack Miller of the Exhibitors' Association, and Frank Donovan of the Film Carriers' union.

"BUY RIGHT—BUT BUY NOW"

The Critics Say

(Continued from page 3)

*more readily adaptable to the naive effusions of an earlier day in the talkies*** Miss Twelvetrees plays***with grave dignity****

"Laughing Sinners"

M-G-M

AMERICAN—*Joan Crawford gives one of those rarely honest and convincing performances that now and again distinguish play-acting***a thoroughly satisfactory screen story****

DAILY MIRROR—*It's strong stuff*** Joan gives a splendid performance.*

DAILY NEWS—*Miss Crawford is well enough cast and she gives a vivacious performance***direction is mediocre.*

EVENING JOURNAL—*The movie is a better show than the play and for the first 15 minutes Joan Crawford makes the heroine believable.*

GRAPHIC—****a weak, dull drama*** Miss Crawford***gives the uneven part everything possible. In fact, it's a tribute to her and the two leads (Neil Hamilton and Clark Gable) that it holds interest at all.*

HERALD-TRIBUNE—*Playing with a tenderness and a curiously touching directness, which some of us had never suspected her of possessing, Joan Crawford provides the best performance of her slightly tumultuous screen career***The film***is nothing to cheer for with any great lustiness****

MORNING TELEGRAPH—****worth seeing***Clark Gable performs capably, diligently and effectively****

POST—****the cabaret girl (Joan Crawford) gains an authentic and sometimes powerful appeal.*****"Laughing Sinners" has enough vigor to insure its success****

SUN—****a mild, if carefully, and, on the whole, intelligently produced talkie.*** she (Miss Crawford) offers a well-rounded characterization, lighted and shaded and entirely believable and touching.*

TIMES—****there is enough***to distract the not too critical entertainment hunter. Miss Crawford***has tempered the intense and not a little self-conscious quality of her acting without hurting her vibrant and breath-catching spirit.*

WORLD-TELEGRAM—*That intensely interesting and gifted actress, Joan Crawford***seems to have arrived***an ordinary story***largely as a result of her work that the film becomes the best talkie in which she has appeared to date.*

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 37 NEW YORK, TUESDAY, JULY 14, 1931 TEN CENTS

Borzage Joins New Directors Guild, Report

Coast Has Him Lined Up With New Association

HOLLYWOOD—It has been talked about, so Hollywood hears, but beyond that, the plan for formation of the Directors' Guild has not progressed.

Locally, the name of Frank Borzage, who has one more to make for Fox, is being linked in association with Cecil B. De Mille, Lewis Milestone, King Vidor and Walter Wanger. De Mille is free of all contractual relations; Milestone never makes more than a picture-to-picture contract and Vidor is producing at M-G-M under an identical arrangement. Insofar as formation of such a group

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"Al" Aronson Joins Tobis Forenfilms

Alexander S. ("Al") Aronson has joined Tobis Forenfilms, Inc., in charge of American distribution. This is allied with Tobis of America which plans a circuit of 19 foreign language talkers by fall.

Aronson is a pioneer in distribution, dating his experience to 1912 when he joined World Film. In with N. L. Nathanson, he formed Regal of Canada. This was in 1915. In 1917,

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"Queer People" Is Queered, W. C. Sure

HOLLYWOOD — Howard Hughes seems to have plenty of trouble over "Queer People." Scheduled for production the first of the month, the starting date has been indefinitely postponed. Off the record conversation has it that Hughes will never make the picture because of picture colony sentiment against it and reported difficulty in borrowing players.

"BUY NOW" SALES

NEWARK, O.—The Midland, Auditorium and Grand, all operated by the Midland Theatres Co., yesterday signed for the complete Warner-First National program. Mort Shea represented the theatre company and A. W. ("Andy") Smith, Jr., the distributor.

Miracle Stuff

Three guesses as to the identity of the company which sent out the following blurb:

"The success of .... adds another feather to .....'s cap. This company has been particularly fortunate, for since the production introduction of ..... in the fall, it has been clicking consistently (sic) with its productions throughout the season."

Can you recognize this great outfit?

Quota Law in Canada May Follow Report

VANCOUVER — British Columbia is preparing to exhibit and distribute on an entirely new basis, following the report of Peter White, K. C., special Federal investigator, who finds that the film business in Canada is in the grip of a "combine."

As soon as the report is received

(*Continued on page 6*)

KINOGRAMS, ALLIED REEL, TO EDUC'L

Tiffany Lists Titles of Big Money Films

With "Tiffany Steps Out" as its slogan and a tri-cornered financial deal for production closed yesterday by L. A. Young with private bankers, that company is all set to release 22 features and three series of shorts next year.

An even dozen of the 22, as re-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Dave Selznick Asks Paramount Release

HOLLYWOOD—David Selznick, executive assistant to B. P. Schulberg, is asking a release from Paramount. The discussions are well along, but disposal of Selznick's request has not yet been determined.

In the meantime, Selznick, who not so long ago signed a new contract, will say nothing about future plans.

Sponsored Short Starts With 2,800 Contracts; 104 a Year

August 28 marks the date upon which Kinograms, as a talking newsreel, makes its debut via Educational. The deal, long pending, is now set and provides for two issues a week.

Kinograms, inactive in the newsreel field since February, again starts operation as a sponsored subject under terms of its arrangement with Abram F. Myers and Allied States Ass'n. Capt. McL. Baynes said yesterday 2,800 contracts had been signed with members of various Allied state units with the expectation that the number will total 4,000 before the sales effort behind the newsreel spends itself.

Contracts with exhibitors run for

(*Continued on page 6*)

Hammons Forecasts Optimistic Outlook

Production and distribution of short features constituted the principal business discussed yesterday at the first of the series of three regional sales meetings being held by Educational and affiliated organizations. The eastern confab, which is holding sway at the Astor, will continue tomorrow.

Home office executives, eastern southern branch managers, producers' representatives and Paul Terry and Frank Moser, producers of the Educational-Terry-Toons, and G. Clifton Reid, producer of the Wil-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Shows Pug Films, Faces Two Charges

Two violations are charged against S. S. Weinberger, manager of the Central, in connection with showing of the Schmeling-Stribling pictures at that theatre. One is violation of the copyright law and the other breach

(*Continued on page 2*)

Franklin in N. Y. to 'Buy Now'; Harwood Lambasts Distributors

"It is the duty of everybody in the industry to buy immediately," said Harold B. Franklin, who arrived in New York yesterday from Hollywood to launch into a 'Buy *Now*' movement all of his own on behalf of Hughes-Franklin Theatres.



H. B. FRANKLIN

"While it is also their duty to buy right, there is no need to advise exhibitors because necessity guides them in this connection. Competition may be the life of trade, but circulation of money and confidence are its bone and sinew. Our entire economic structure is based upon

(*Continued on page 6*)

Cleveland — "I am always and ever have been in favor of any movement that will bring advancement to the industry in general," states J. J. Harwood, president of the Cleveland M. P. Exhibitors' Ass'n," and I think the 'Buy Now' movement is a worthy one, but why not have the producer-distributor do his share?



J. J. HARWOOD

"Why not consider the exhibitor's situation? Owing to the depression, and the woefully sad lack of anything like 'fair' product, the exhibition end of the industry has suffered

(*Continued on page 6*)

Katz Says "No"

Houston report that Hughes-Franklin Theatres had acquired the Metropolitan, Kirby and Queen in that city from Publix is "utterly ridiculous," stated Sam Katz yesterday.

Harold B. Franklin: "Ditto."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 14, 1931 No. 37

MARTIN QUIGLEY
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Common Sense

HOLLYWOOD, much given to the practice of finding victims who are being ground into the earth by the production machine, is now knee-deep in excitement over the so-called plight of screen authors.

Now it is being said that the writers are being "thrown upon the altar of Wall Street's wrath."

This is the fancied deduction from the incident in which P. G. Wodehouse admitted receiving $104,000 from M-G-M under a year's contract without having delivered a quid pro quo to his employers, together with the apparent plan of the studios to substitute thirty-day employment contracts instead of long term agreements.

THE Wodehouse incident, aside from the bad sportsmanship of his statement to the newspapers, is a natural accompaniment of the zealousness of American producers to seek out and hire talent which gives promise of being able to contribute to the betterment of production. There is inevitably much hazard to the producer in this operation. It takes the actual test to determine whether or not the talent which has been engaged can deliver as expected. Many do; some don't. Wodehouse apparently was among those who, when the package was unwrapped, it was found that there was nothing worthwhile to the studio on the inside.

STORY costs have been mounting to dizzy heights. Many writers who have been held on long-term contracts have not been able to deliver consistently. Should it be considered surprising that the studios should wish to limit their liability under contracts when there is not plenty of work scheduled ahead for the writer, or when there is some question as to the writer's ability to deliver consistently?

MARTIN QUIGLEY

"BUY RIGHT—BUT BUY NOW"

Borzage Joins New Directors Guild?

(*Continued from page* 1)

is concerned, Hollywood consequently considers it can be done. Whether it will become an actuality, however, is an entirely different something again.

It is understood that De Mille had several discussions with Wanger in New York about the plan under which each man would be responsible for a limited number of pictures a year. Probably the outside number for each would be two.

"BUY RIGHT—BUT BUY NOW"

Al. Aronson Joins Tobis Forenfilms

(*Continued from page* 1)

Aronson joined Goldwyn as western sales manager. In 1919, he became national sales head and in 1924, went to abroad to consolidate the Metro and Goldwyn offices at the time those two companies merged. Returning to New York in 1929, Aronson organized and became vice president of World Wide.

"BUY RIGHT—BUT BUY NOW"

Shows Pug Films, Faces Two Charges

(*Continued from page* 1)

of the Interstate Commerce Act. In the first instance, Arthur Cohen, manager of Wallach's, accuses the manager of having a "duped" print of the original claimed to be showing at Cohen's house. In the second charge the government does not permit transportation of fight films from the state where the action takes place.

Gov't Approval Of Contract Is Seen Near

Forward strides are being made toward government approval of the new standard contract already agreed upon by various phases of the industry. M. A. Lightman's furtive trip to Washington and subsequent meeting with John Lord O'Brian of the Federal department has all the possibilities of the government seriously considering the new contract form.

Lightman yesterday returned from the Capitol but declined to go into details of the meeting with the government official. All he would say was that "the meeting with Mr. O'Brian has been entirely satisfactory and definite progress was made. An effort to bring about conclusion of this important undertaking will be followed this week," he said.

No time is being lost in the matter. Lightman already has been in touch with Gabriel Hess of the Hays organization on a certain plan and, it is understood, Hess is for it. Lightman has an appointment with Sidney Kent for ten o'clock this morning and they may arrange meetings which may prolong over the week. The M.P.T.O.A. president has concluded a definite plan for approval by the government and it looks as if it is all set.

"BUY RIGHT—BUT BUY NOW"

Butler Confers Here

David Butler, Fox director, is in New York to confer with George and Ira Gershwin on his next production, "Delicious," for which they wrote the music and lyrics. Guy Bolton wrote the book.

"BUY RIGHT—BUT BUY NOW"

Helen with Ronald

HOLLYWOOD—Helen Hayes will appear opposite Ronald Colman in "Arrowsmith." M-G-M loaned her to Samuel Goldwyn.

"BUY RIGHT—BUT BUY NOW"

Milliken in Today

Carl E. Milliken, Hays association secretary, arrives in New York from Hollywood today.

Decline Shown In General Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8⅛	7⅝	8⅛	+ ⅛	2,200
Consolidated Film Industries pfd	14½	14⅜	14½	+ ¼	300
Eastman Kodak	144¼	142	143¾	−1¼	3,400
Fox Film "A"	16¼	15½	16¼	− ⅛	5,000
General Theatre Equipment, new	4	3⅞	4	.....	1,800
Loew's, Inc.	43¾	43	43¼	− ¾	2,800
M-G-M pfd	24½	24½	24½	− ¼	100
Paramount Publix	25	24⅛	25	− ½	11,700
Pathe Exchange	1¾	1⅝	1⅝	− ⅛	500
Pathe Exchange "A"	7⅛	6¾	7⅛	− ⅛	2,800
RKO	14½	13⅝	14¼	− ¼	9,700
Warner Bros.	7⅛	7	7⅛	.....	7,600
Warner Bros. pfd	16½	16½	16½	− ⅝	100

Fractional Losses In Film Curb

	High	Low	Close	Net Change	Sales
General Theatre Equipment pfd	7	6¾	7	+ ⅛	600
Sentry Safety Control	1	1	1	− ⅛	200
Trans Lux	5½	5½	5½	− ¼	500

Bonds Again Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	35	35	35	.....	2
Loew's 6s '41 ex war	98⅞	98½	98½	− ½	15
Paramount Broadway 5½s '51	102	102	102	+ ½	1
Paramount F. L. 6s '47	90	90	90	+ ½	1
Paramount Publix 5½s, '50	81	81	81	.....	1
Pathe 7s '37 ww	92½	92	92½	.....	14
Warner Bros. 6s '39 wd	41	40¾	41	.....	26

Give a ... to-

Tiffany, for its confidence in the future as witnessed by decision to step into the formidable six-figure negative cost classification.

"Lieutenant" Gross $88,850 in 7 Weeks

"The Smiling Lieutenant" chalked up a gross of $88,850 in its seven weeks at the New York Criterion. The grosses from week to week as gleaned from the MOTION PICTURE DAILY files follow:

May 29	$16,800
June 5	16,400
June 12	14,500
June 19	13,400
June 26	11,000
July 3	8,600
July 10	8,150
Total	$88,850

"BUY RIGHT—BUT BUY NOW"

Academy Fights Sexy Titles, $$ Publicity

HOLLYWOOD—The Committee on Public Relations and College Affairs of the Academy of M. P. Arts and Sciences is spurring itself into action, following warnings from Charles C. Pettijohn and Carl E. Milliken against dollar publicity and sex titles. Lawrence Grant, chairman of the committee, has volunteered to cooperate and a program is now in work.

"BUY RIGHT—BUT BUY NOW"

Bancroft Due Friday

George Bancroft is due in New York Friday bound for Fore River, Mass., to make scenes for "Rich Man's Folly," which John Cromwell is directing. Archie Hill of the Coast staff is already at Fore River, as is an eastern crew consisting of Bill Steiner, C. A. Tuthill, Jack Kenny, Lester Neilson and F. Serjack.

"BUY RIGHT—BUT BUY NOW"

New Allied Meets

PORTLAND—The Allied Exhibitors of Eastern Washington and the Inland Empire are scheduled to meet at the Danvenport Hotel, Spokane, today. Secretary James Hone of Seattle will handle the gavel.

"BUY RIGHT—BUT BUY NOW"

Chevalier into Rivoli

"The Smiling Lieutenant" goes into the Rivoli Thursday after a seven-week run at the Criterion.

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EL PASO HERALD POST	El Paso, Texas
EVANSVILLE COURIER	Evansville, Ind.
EVENING HURONITE	Huron, S. D.
EXPRESS EVENING NEWS	San Antonio, Tex.
FT. WORTH STAR TELEGRAM	Ft. Worth, Tex.
HOUSTON PRESS	Houston, Tex.
HUNTINGTON HERALD PRESS	Huntington, Ind.
IDAHO STATESMAN	Boise, Idaho
INDIANAPOLIS TIMES	Indianapolis, Ind.
JACKSONVILLE JOURNAL	Jacksonville, Fla.
KANSAS CITY JOURNAL POST	Kansas City, Mo
KEY WEST SUN	Key West, Fla.
KNICKERBOCKER PRESS / ALBANY EVENING NEWS	Albany, N. Y.
KNOXVILLE JOURNAL	Knoxville, Tenn.
LANCASTER NEW ERA	Lancaster, Pa.
LINCOLN STATE JOURNAL	Lincoln, Neb.
LITTLE ROCK GAZETTE	Little Rock, Ark.
LOGAN JOURNAL	Logan, Utah
LOS ANGELES TIMES	Los Angeles, Calif.
LOUISVILLE COURIER JOURNAL	Louisville, Ky.
MEMPHIS COMMERCIAL APPEAL	Memphis, Tenn.
MEMPHIS PRESS-SCIMITAR	Memphis, Tenn.
MIAMI DAILY NEWS	Miami, Fla.
MILWAUKEE JOURNAL	Milwaukee, Wisc.
MINNEAPOLIS TRIBUNE	Minneapolis, Minn.
MUSKOGEE DAILY PHOENIX	Muskogee, Okla.
NASHVILLE TENNESSEAN	Nashville, Tenn.
NEBRASKA STATE JOURNAL	Lincoln, Nebr.
NEVADA STATE JOURNAL	Reno, Nev.
NEW HAVEN REGISTER	New Haven, Conn.
NEWS & LEADER	Springfield, Mo.
NEW YORK WORLD-TELEGRAM	New York, N. Y.
NORFOLK PILOT	Norfolk, Va.
OKLAHOMA NEWS	Oklahoma City, Okla.
OREGON JOURNAL	Portland, Ore.
PALM BEACH POST	West Palm Beach, Fla.
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PITTSBURGH POST GAZETTE	Pittsburgh, Pa.
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WORLD-HERALD	Omaha, Nebraska

UNIVERSAL'S NEWSPAPER NEWSREEL WITH GRAHAM McNAMEE

as the talking reporter

Produced under the personal supervision of Sam B. Jacobson

Ride with a Winner!

"A Free Soul" $4,500 Up in Indianapolis

INDIANAPOLIS—The exhibitor's prayer for cool weather was answered—and three attractions shot over the average line. Norma Shearer in "A Free Soul" led at the Palace, grossing $13,000 against a normal take of $8,500; "White Shoulders" beat par by $2,000, and "Up for Murder" was up $500.

Estimated takings for the week ending July 10 and year-round averages:

"SMART MONEY" (Warners)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $4,000. (Average, $4,000.)

"BIG BUSINESS GIRL" (F. N.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $4,500. (Average, $5,000.)

"WHITE SHOULDERS" (Radio)
INDIANA—(3,300), 25c-65c, 7 days. **Gross:** $15,000. (Average, $13,000.)

"UP FOR MURDER" (Univ.)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)

"A FREE SOUL" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $13,000. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

"Lieutenant" Smiles in Chi; Takes $29,650

CHICAGO—The advent of cooler weather failed to revive Loop grosses appreciably and new openings got the money. "The Smiling Lieutenant" opened big at the United Artists, the take being $29,650, or more than five grand above average. "A Free Soul" dropped quickly in its second week at McVickers, grossing $8,000 under par. Blanche Sweet on the Palace stage failed to help "Three Who Loved." Aided by the fight pictures, the Castle had three good days with "Laughing Sinners."

Estimated takings for the week ending July 8 and year-round averages:

"DONOVAN'S KID" (Radio)
ORPHEUM—(665), 35c-50c-75c, 1st week, 2nd Loop run. **Gross:** $2,260. (Average, $3,200.)

Week Ending July 10

"LAUGHING SINNERS" (M-G-M)
CASTLE—(299), 40c-60c, 1st week, 3 days, 2nd Loop run. **Gross:** $1,412. (Average, $3,500.)

"THE MAN IN POSSESSION (M-G-M)
CHICAGO—(4,000), 35c-50c-85c, 7 days. Publix stage unit, orchestra. **Gross:** $38,450. (Average, $46,000.)

"A FREE SOUL" (M-G-M)
McVICKERS—(2,284), 35c-50c-75c-85c, 2nd week. **Gross:** $20,275. (Average, $28,300.)

"THE BLACK CAMEL" (Fox)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage unit, orchestra. **Gross:** $21,700. (Average, $36,500.)

"SMART MONEY" (Warners)
ROOSEVELT—(1,591), 35c-50c-75c-85c, 2nd week, final 6 days. **Gross:** $9,275. (Average, $23,200.)

"SWEEPSTAKES" (RKO Pathe)
STATE-LAKE—(2,776), 35c-50c-75c-85c, 2nd week. **Gross:** $7,225. (Average, $30,200.)

"THE SMILING LIEUTENANT" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, first week. **Gross:** $29,650. (Average, $24,600.)

Week Ending July 11

"THREE WHO LOVED" (Radio)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville headed by Blanche Sweet. **Gross:** $19,480. (Average, $24,000.)

Thermometer Socks Ottawa Box Offices

OTTAWA—The complexion of things was changed considerably with the closing of B. F. Keith's, largest house in town, for one month and with the opening of the Embassy with straight vaudeville. Many of the Keith fans turned to the Embassy, but the picture houses also picked up a bit. There isn't a theatre in Ottawa with a real cooling system, other than Keith's, however, and the heat played havoc with the week's grosses.

The leader of the week was "Shipmates" at the Regent with $4,200, but this was nothing to brag about. "Father's Son" at the Centre drew a scant $3,900, and the weather was largely to blame. The Imperial held up fairly well with "Women Love Once" at $2,700, the femmes giving this one their preference, if any. The Avalon was down close to a thousand on both ends of a split week of "Indiscreet" and "Young Sinners."

Estimated takings for the week ending July 10 and year-round averages:

"INDISCREET" (U. A.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,000. (Average, $1,300.)

"YOUNG SINNERS" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,050. (Average, $1,300.)

"FATHER'S SON" (F. N.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $3,900. (Average, $4,600.)

"WOMEN LOVE ONCE" (M-G-M)
IMPERIAL—1,091), 15c-25c-35c40c-50c, 6 days. **Gross:** $2,700. (Average, $3,000.)

"SHIPMATES" (M-G-M)
REGENT—(1,225), 15c-25c145c160c-75c, 6 days. **Gross:** $4,200. (Average, $5,400.)

"BUY RIGHT—BUT BUY NOW"

'Seed' $3,000 Over Normal In Milwaukee

MILWAUKEE—Another national convention in town helped to bolster up business to a certain extent during the week. "Seed" was held over for an $11,000 second week at Universal's Alhambra, while "The Vice Squad" did a little better than average at Fox's Wisconsin with $13,500.

Business at other first runs was just average or a little above. "The Spy" was good for $10,500 at the Garden and "Gold Dust Gertie" for $11,500 at the Warner. Estimated takings for the week ending July 10 and year-round averages:

"SEED" (Univ.)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days, 2nd week. **Gross:** $11,000. (Average, $8,000.)

"THE SPY" (Fox)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $10,500. (Average, $10,000.)

"NEWLY RICH" (Para.)
PALACE—(2,587), 25c-35c-50c-60c, 7 days. **Gross:** $9,000. (Average, $9,800.)

"SIX CYLINDER LOVE" (Fox)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. **Gross:** $13,000. (Average, $13,000.)

NIGHT ANGEL" (Para.)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $6,500. (Average, $6,500.)

"GOLD DUST GERTIE" (Warners)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $11,500.

"THE VICE SQUAD" (Para.)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. **Gross:** $13,500. (Average, $13,000.)

Take Your Choice

Paramount changed its mind about the title of "Forbidden Adventure" when it reached New York, and changed the title here to "Newly Rich." However, exhibitors are given the option of using either, the company states. Most of them, it seems, are in disagreement with the action in the big town and are running it under the longer title.

'Night Angel' Is Leader in Des Moines

DES MOINES—Rain and cooler weather proved beneficial to theatre box-offices and the week was generally satisfactory. "Night Angel" at the Des Moines leaped two grand above the $7,000 par figure for the house, and the other first runs had nothing to kick about.

Estimated takings for the week ending July 11 and year-round averages:

"NIGHT ANGEL" (Para.)
DES MOINES—(1,600), 7 days, 25c-35c-60c. **Gross:** $9,000. (Average, $7,000.)

"WOMEN LOVE ONCE" (Para.)
PARAMOUNT—(1,700), 3 days, 25c-35c, 60c. **Gross:** $6,000. (Average for week, $12,000.)

"CHANCES" (F. N.)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. **Gross:** $8,000. (Average for week, $12,000.)

"GOLDIE" (Fox)
STRAND—(1,100), 4 days, 20c-35c. **Gross:** $2,500. (Average, $1,700.)

"MANY A SLIP" (Univ.)
STRAND—(1,100), 3 days, 20c-35c. **Gross:** $850. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

"Chances" Big In Baltimore; Is Up $7,000

BALTIMORE—Loew's Century gave a spurt and led the field, showing the exceptional gross of $26,000 with a program consisting of "Chances" and Fred Waring and his Pennsylvanians. This beat the average by $7,000 in one of the murkiest, hottest and rainiest weeks ever experienced in Baltimore.

Other spots were not so hot, although "Man in Possession" beat par by $1,000 at Loew's Stanley; "Maltese Falcon" by $600 at the Met, and "Just a Gigolo" by $400 at the Valencia.

Estimated takings for the week ending July 9 and year-round averages:

"EVERYTHING'S ROSIE" (Radio)
KEITH'S—(2,500), 25c-50c, 6 days plus a Sunday midnight performance. **Gross:** $5,360. (Average, $5,500.)

Week Ending July 10

"THE MALTESE FALCON" (F. N.)
WARNER'S METROPOLITAN—(1,300), 6 days. **Gross:** $5,100. (Average, $4,500.)

Week Ending July 11

"CHANCES" (F. N.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, "Waring's Pennsylvanians," orchestra. **Gross:** $26,000. (Average, $19,000.)

"JUST A GIGOLO" (M-G-M)
(Shown uptown after one week at Loew's Century downtown.)
LOEW'S PARKWAY—(987). 15c-35c, 6 days. **Gross:** $4,000. (Average, $3,500.)

"THE MAN IN POSSESSION" (M-G-M)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $18,500. (Average, $17,500.)

"JUST A GIGOLO" (M-G-M)
(Shown uptown after one week at Loew's Century downtown.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,200. (Average, $2,800.)

"THEIR MAD MOMENT" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $6,000. (Average, $8,000.)

Grosses Kept Down by Heat In Montreal

MONTREAL—Nothing much mattered during the past week in Montreal because of the exceptional heat. The Palace held the star position with "A Free Soul" largely on the strength of Norma Shearer, who is Montreal's own daughter, but the gross was down to $11,500 as compared with average of $14,000.

The Strand, leading theatre of the United Amusement chain, had a good attraction in the Schmeling-Stribling fight picture which was presented along with "The Millionaire," the result being a gross of $3,800, only $200 below par. "The Middle Watch," a British film, graced the screen of the Princess as one of the series of British pictures at that house and the takings were $7,800 as against average of $13,000.

Estimated takings for the week ending July 10 and year-round averages:

"ALWAYS GOODBYE" (Fox) and "ANNABELLE'S AFFAIRS" (Fox)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $9,200. (Average, $12,500.)

"PERFECT ALIBI" (British) and "GOD'S GIFT TO WOMEN" (Warners)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,500. (Average, $5,100.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S—(3,115), 15c-40c-50c-65c-75c, 7 days. Vaude. **Gross:** $10,000. (Average, $13,000.)

"A FREE SOUL" (M-G-M)
PALACE—(2,600), 25c40c-60c-75c-99c, 7 days. **Gross:** $11,500. (Average, $14,000.)

"THE MIDDLE WATCH" (British)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $7,800. (Average, $13,000.)

"THE MILLIONAIRE" (Warners)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,800. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Three Films Go Over Par In Houston

HOUSTON—Despite terrific heat, three pictures went over par last week—"I Take This Woman" by $2,000; "Man in Possession" by $1,000, and "Smart Money" by a grand also.

Estimated takings for the week ending July 9 and year-round averages:

"NEWLY RICH" (Para.)
KIRBY—(1,654), 25c-35c-50c, 5 days. **Gross:** $3,500. (Average for week, $5,000.)

"CHANCES" (F. N.)
KIRBY—(1,654), 25c-35c-50c, 2 days. **Gross:** $1,500. (Average for the week, $5,000.)

"MAN IN POSSESSION" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $8,000. Average, $7,000.)

"I TAKE THIS WOMAN" (Para.)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $7,000.)

"SMART MONEY" (Warners)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

All Toronto Theatres Off In Hot Week

TORONTO—Refrigerated theatres were the big talk in town during the past week, Manager Howard Knevels making a play with his new ice plant at the Imperial in newspaper displays, posters and an ice-cold front. And it was cool inside. Crowds came out of curiosity and built up a gross of $14,700 for "Young Donovan's Kid," the house average being $16,000.

Jerry Shea also got in some ice cracks for Shea's Theatre and counted $10,800 for "Six Cylinder Love" and vaudeville, average being $13,000. Tom Daley swung into line with icicles for the Uptown and "Drums of Jeopardy" accounted for $9,500, although the picture did not draw very enthusiastic reviews.

Loew's made it $12,000 on "A Free Soul," which was $3,000 down from normal. This was fair in view of the fact that Loew's isn't so cool. The Tivoli also needs more ice and "Svengali" was down to $10,000, as compared to $12,500 for average.

Estimated takings for the week ending July 10 and year-round averages:

"YOUNG DONOVAN'S KID" (Radio)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c 6 days. "Monkey Shines," Publix stage unit. **Gross:** $14,700. (Average, $16,000.)
"A FREE SOUL" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $12,000. (Average, $15,000.)
"SIX CYLINDER LOVE" (Fox)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Vaude. **Gross:** $10,800. (Average, $13,000.)
"SVENGALI" (Warners)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $10,000. (Average, $12,500.)
"DRUMS OF JEOPARDY"
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $9,500. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Wrong Picture

In the Cleveland box-office figures, published yesterday, the attraction at Warners' Lake was listed as "Broadminded." Instead, "Chances" was the film that boosted the house take by $3,000.

"BUY RIGHT—BUT BUY NOW"

"Schnozzle" in Hollywood

HOLLYWOOD—Jimmy Durante, alias "Schnozzle," is in from New York, flanked by Partners Clayton and Jackson. Durante is under M-G-M contract, but the Broadway night club trio will probably appear in a local cafe while here.

"BUY RIGHT—BUT BUY NOW"

Deny Dickinson Deal

KANSAS CITY—There is no deal between the Hughes-Franklin and Glen Dickinson circuits for changeover of two theatres in Chillicothe and Independence, Mo. Denials from Rick Ricketson of H-F and Dickinson, himself, bring the rumors to a close.

"BUY RIGHT—BUT BUY NOW"

New Miami Union Scale

MIAMI — Miami Theatre Owners and the union operators have come to an understanding on a new scale. Under the plan one operator in a booth is required at approximately $1.28 per hour.

"BUY RIGHT—BUT BUY NOW"

"U" Releases Hamilton

HOLLYWOOD—Lloyd Hamilton is finished at Universal. His option, just expired, has not been renewed.

"Devil" Pops Up and Grabs Top in Cincy

CINCINNATI—Business was approximately 10 per cent off compared with last week, although the total intake slightly exceeded combined averages. The RKO Albee swung back into first place with "Up Pops the Devil" as the screen attraction, and Harry Langdon heading the vaudeville. The combination gave the house $25,029, or $3,029 better than average.

Second week of "A Free Soul" at RKO Lyric registered $11,886, practically par, which is considered excellent for a holdover, especially after the picture smashed through to unusually big returns for the initial seven days.

Schmeling-Stribling fight picture, in addition to "The Hot Heiress," helped receipts at RKO Strand to show an average of $1,323 on a total gate of $4,823. The RKO Family gained somewhat on a split-week, but business slumped at the other houses.

Estimated takings for the week ending July 10 and year-round averages:

"LONELY WIVES" (RKO-Pathe)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,025. (Average, $4,500.)
"UP POPS THE DEVIL" (Para.)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville with Harry Langdon. **Gross:** $25,029. (Average, $22,000.)
"FORBIDDEN ADVENTURE" (Para.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $10,445. (Average, $13,000.)
"A SON OF THE PLAINS" (Syndicate)
RKO— FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,518. (Average, $1,950.)
"LAUGHING SINNERS" (M-G-M)
RKO FAMILY—(1,140), second run, 20c-25c-35c, 3 days. **Gross:** $1,356. (Average, $1,050.)
"A FREE SOUL" (M-G-M)
RKO LYRIC—(1,400), 2nd week, 30c-50c, 7 days plus Saturday midnight show. **Gross:** $11,886. (Average, $12,000.)
"CHANCES" (F. N.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $11,517. (Average, $14,000.)
"THE HOT HEIRESS" (F. N.)
RKO STRAND—(1,350), 25c-40c, 7 days, **Gross:** $4,823. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

Kandel Enters Gen'l Denial in Klein Suit

M. J. Kandel yesterday made a general denial of the contract breach claimed by Etta L. Klein, who has instituted suit against Ideal Pictures Corp. for $24,720 in damages. He states that Mrs. Klein held no agreement, was employed on an "at will" basis and made no deals while she was in charge of foreign sales. "No deal was consummated during her stay or after it," Kandel claims.

"BUY RIGHT—BUT BUY NOW"

Cinema Patents Corp. Sues Meyer-Rieger

Attorneys for Cinema Patents Corp., subsidiary of Consolidated Film Industries, Inc., have filed suit against the Meyer Rieger Laboratories in the United States Court for the Southern District of New York for alleged infringement of the Gaumont and Spoor-Thompson patents on film developing apparatus and methods.

"BUY RIGHT—BUT BUY NOW"

Sheehan En Route

ALBUQUERQUE — Winfield Sheehan passed through last night en route to Hollywood.

THE THEATRE

Construction—Equipment—Decoration—Operation—Management

Demonstrate New Lighting Control Board

MILWAUKEE—A demonstration of a new type of lighting control system was held at the Pabst Theatre by Cutler-Hammer, Inc., showing a $35,000 control board to be used on the estate of Pierre Du Pont.

The new system illustrates a radical change in stage lighting equipment. It occupies considerably less space than ordinary dimmer equipment and can be placed anywhere in the theatre, to allow the operator to experience the same effects as the audience.

It is semi-automatic in form and capable of producing a large number of lighting effects. By means of the board the operator has full control over the speed and intensity of the lights at all times. The board contains program plates which can be set up beforehand and adjusted over the control switches on the board within a few seconds in order to obtain various effects. As many of these plates can be had as desired.

Proportional dimming and the automatic blending of colors are easily affected with this type of system which can be used with any type of dimmer.

"BUY RIGHT—BUT BUY NOW"

Western Elec. Plant In Brief Shutdown

CHICAGO—Western Electric's Hawthorne plant will remain virtually inactive for the next two weeks while 25,000 employes vacation simultaneously. A force of approximately 500 will be maintained to care for emergency work at the plant.

This is the third successive year the plan of simultaneous workers' vacations has been carried out at the Western Electric plant here. Workers employed less than one year are not paid for the vacation period.

"BUY RIGHT—BUT BUY NOW"

Throw Theatre Party

SODUS, N. Y.—Installation of sound equipment in the Arcade Theatre by C. W. Mills, owner and manager, thus assuring retention of the house for this village, brought an expression of gratitude from the townspeople here in the shape of a theatre party staged by the Chamber of Commerce and awarding of prizes to patrons. The Sodus High School Band gave a concert in the lobby.

"BUY RIGHT—BUT BUY NOW"

Invents Oil Shield

NEOSHO, Mo.—H. L. Newton, projectionist at the Orpheum, is the inventor of an oil shield for projectors equipped with Western Electric Universal bases. The shield prevents oil from dripping into the delicate parts of the sound apparatus. The device is small and inexpensive.

Bus Theatres Take Talkers Into Country

Talkers in remote country spots will be available shortly when the new buses especially designed to screen motion pictures outdoors make their appearance as miniature theatres. The buses are equipped with Royal "Z" projectors manufactured by the Pulverman Corp. of Duluth and New York. When a bus is drawn up two doors at the rear are opened and a screen is disclosed. Under the screen are huge horns which are fed electrically from a built-in gasoline-powered dynamo. The projection room is guarded against fire by automatic sprinklers, it is stated.

"BUY RIGHT—BUT BUY NOW"

New Television Firm

DOVER — Having acquired Radio Technic Laboratory, Continental Television Corp. has been formed to manufacture television equipment at Newark, N. J. Officers are: Joseph Leopold, president; John J. Fettig and Paul R. Nachenson, vice-presidents; E. Gerard Schmidt, treasurer; D. W. Hutchinson, director.

"BUY RIGHT—BUT BUY NOW"

Cal. Buys Reproducers

SAN FRANCISCO—Western Electric has sold $39,519.56 worth of talking equipment to 11 California state hospitals and correctional schools and homes. Announcement of the purchase was made by Rolland A. Vandegrift, state director of finance. The equipment will give inmates talking pictures in the privacy of their own institutions.

"BUY RIGHT—BUT BUY NOW"

Installs Blower

BALTIMORE — A Supreme Blower cooling system has been installed in the Cameo theatre, residential house here by Robert Kanter. This consists of a blower 6 feet in diameter in the rear of the theatre under the stage which forces air into the house while it is taken out through vents in the roof.

"BUY RIGHT—BUT BUY NOW"

Otto Plans Theatre

PLATTE, S. D.—F. F. Otto of Bonesteel, S. D., has announced plans for a theatre in the heart of the business district. House will cost $25,000 and will be open November 1.



Super-Lite Lens

The Perfect Screen Lens. Adaptable to Any Projector. More Brilliant Illumination. Clearer Pictures. Greater Visibility.

PROJECTION OPTICS COMPANY, INC.
Rochester New York

Harwood Takes Dig At Distributors

(Continued from page 1)

many times worse than production. Then let producers help the situation by getting out some product that the exhibitor can safely recommend to the public as worthwhile entertainment. You say Buy Right. That is what the exhibitor has been trying to do for many seasons. Of course, this season it is more imperative than ever for him to do so, but what distributors give him a chance to buy right especially if he is in a competitive situation.

The exhibitor in many instances is not looked upon as a customer, but is compelled to pay more than the distributor knows the business will permit. He is hemmed in by inequitable clauses in contracts, substitutions of pictures are made without his consent, pictures he has already under contract are taken from him, road-showed and then if he wants to exhibit said picture, he must pay in many instances three times his former purchase price, or pay them on an inequitable percentage contract.

"Do you know that the producer in selling percentage cannot see less than 25 per cent regardless of the theatre, its overhead or whether his picture is a drawing card or not? Twenty-five per cent is the minimum demanded and many Sunday playdates are demanded as well. No theatre can do it and stay in business. Metro-Goldwyn-Mayer and Paramount this year are insisting that 12 to 14 of their pictures must be played on percentage and if you do not want to buy that way then they will not do business.

It does seem to me as though the exhibitor should know what he can pay for product, but the branch manager who likewise knows what said theatre's income amounts to, looks at what that theatre paid last year, and for years prior thereto and says that he must have an increase over those prices. Conditions are not considered.

It is the silliest damned way of doing business I ever heard of and still it is the custom. In all other industrial lines the customer is a valued personage and treated with some respect and as though he was at least semi-intelligent, but not so in this industry. A salesman will visit the exhibitor. The exhibitor tells him about his business and, in many cases, shows his books and his losses for the year, and then that salesman will make up a work sheet for next year's product. I will gamble that it is ten to twenty per cent higher than the past year's prices and he will say in defense that that is what New York says they must get.

"How in hell is anyone going to Buy Right under such conditions? The independent exhibitor is needed, but it is time the national producer-distributor-exhibitor gave him some consideration and not continue to force inequitable and unfair contracts down our throats in order to have branch managers make a quota, and for a time make sales-managers look like super-humans when it comes to getting prices for the poor product the exhibitor receives. Are they not big enough men in the sales end of this industry that dare to look conditions in the face and meet the situation foursquare?

"You know that the public is tired of the mediocre pictures they have been seeing. The exhibitor is between the public and the producer. If he cannot get worthy product he cannot buy right whether he buys now or later."

"BUY RIGHT—BUT BUY NOW"

Michalove in South

ASHEVILLE, N. C.—Dan Michalove, head of the Warner theatre circuit, is visiting his home town for a few days. Mixing some business with the "old homestead" idea, Michalove will go to Atlanta and other Southern cities before returning to New York.

Kinograms, Allied Reel, Goes to Educational

(Continued from page 1)

five-year period, cancellable after three years on a 90-day notice. The state treasuries of associated Allied organizations profit in the form of dues to be paid directly by Kinograms which, in turn, will be reimbursed from the national advertisers whose product the newsreel will exploit. The benefit reaches further up the line into the national treasury of Allied through assessments to be paid out of each state fund.

Actually in the form of rental, the reel will be available as low as 25 cents a subject, according to McL. Baynes.

He said that each reel will include only one sponsored subject, running up to 300 feet if that amount of footage is required to tell the story. Deals are under way with not more than eight advertisers who will get screen footage on a basis to be determined. For instance, if a contract with William Wrigley is closed, that product will be exploited on a stagger plan, likewise, the others. No two consecutive issues will advertise the same product.

Reports have been current for some time that the Allied reel would not be Kinograms. The deal just closed, however, dispels those rumors.

Hammons Forecasts Optimistic Outlook

(Continued from page 1)

liam J. Burns Detective Mysteries, were in attendance at yesterday's meeting. Both sessions today will be devoted to the discussion of feature product, this being the first time branch managers collectively have gotten together with the home office executives since the affiliation of Educational with Tiffany.

Earle W. Hammons, president of Educational, opened yesterday morning's session with an address of welcome to the delegates and expressed optimism regarding the economic outlook.

Stanley W. Hatch, general sales manager, discussed selling problems, and brief addresses were made by Terry, Moser and Reid. Joe Rivkin, Educational exploiteer, outlined plans for developing the Terry-Tooners Club which he got under way a few weeks ago.

Budd Rogers, feature sales manager, makes the opening address at this morning's session.

Tiffany Lists Titles of Big Money Films

(Continued from page 1)

ported exclusively in MOTION PICTURE DAILY yesterday, will be designed for Class A houses. The action pictures, 10 in number, will star Bob Steele and will be produced by Trem Carr.

The backbone product, to be announced in detail this afternoon to the Educational-Tiffany convention at the Astor by William Saal, operating-head-to-be of the organization, will include:

"The Last Mile," "Those We Love," "Racetrack," "Gossip," "X Marks the Spot," "Hotel Continental," "Luxury Girls," "Strangers of the Evening," a feature with Moran and Mack to be directed by Mack Sennett with the entire Sennett stellar line-up in the supporting cast; "Women Go on Forever," "Morals for Women" and "The Monster Kills." The last three are finished, and six others are now in production on the Coast, including the Moran and Mack vehicle.

It is understood that Tiffany, which is about to step into the expensive negative division, is dickering for Norma Talmadge as the lead in "Gossip" and with Paramount for an important woman player for the lead in "Hotel Continental."

In the short subject line-up will be six two-reel "Chimp Comedies," 12 "Voices of Hollywood" in one reel and a series of six one-reelers to be released as "Football for Fans."

Educational in Chi

CHICAGO — Educational's midwest convention will immediately follow the company's eastern meeting, with all central district representatives convening at the Congress Hotel here, July 16, 17, and 18. E. W. Hammons and Stanley Hatch will conduct the three-day meeting here. The third sales meet will be held in Denver immediately following.

Franklin Strong for 'Buy Now' Campaign

(Continued from page 1)

production and the circulation of money accruing therefrom.

"Wealth is just as much movement as it is possession. By buying now, we show confidence in an industry that has never failed to come through. Judging by the programs announced by important companies, it will come through again."

"BUY RIGHT—BUT BUY NOW"

Pettijohn Back

Charles C. Pettijohn reached New York yesterday from Hollywood.

Quota Law in Can. May Follow Report

(Continued from page 1)

here, Attorney-General Pooley will consider steps to meet the situation described by White. He has full power to declare that a combine exists and to order its dissolution. Pooley said he would have to see the evidence adduced by White before he decided on action along these lines, but indicated that if the evidence justified it, he would act promptly.

In the meantime, it was indicated officially that the government is considering and will probably introduce a quota system by which all theatres in the province will have to show a certain percentage of British pictures.

The attorney-general declared that British Columbia audiences were not being given an opportunity to see enough British pictures. This, he thought, was deplorable from a patriotic and Imperial standpoint, particularly as films from the United States, being made primarily for home consumptions, "stressed American ideals and were filled with American patriotic appeal."

"The influence of the screen is great now," said Pooley, "and, as Britishers, we should see that it does not undermine British ideals. When the films of another nation are shown here almost exclusively the effect, particularly on the young, is bound to be profound and undesirable. A quota system, ensuring the showing of pictures made within the British Empire seems to be the solution of the problem. The British pictures made lately are of a very high quality."

British Films Not Given Equal Break

TORONTO—Frederick S. Revell, Canadian representative of British International Pictures, has made public denial to the statement of Arthur Cohen, managing director of Famous Players, to the effect that the Canadian circuit had made use of every available British picture and that the Canadian public had not responded to British films.

Revell claimed that British pictures had not been given as wide a showing by Canadian Famous Players as American-made pictures of equal entertainment value. Revell challenged Famous Players to keep British pictures out of Canada.

"By virtue of their good work, English stars will build up a screen following," he asserted, "even though the day of British films dawned many years later than did that of the American."

Canadian Legislature Raps American Films

OTTAWA—Following the probe report, T. H. Bell, member of the Ontario legislature, took a fall out of American films in an address before the County Orange Lodge of Ottawa, declaring that if it were not for the censor boards in Canada, the country would be over-run with pictures featuring gangsters, crime, sex and nudity. The nations of the British Empire should get together to encourage British film ideals and foster the British industry, he said.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 38 | NEW YORK, WEDNESDAY, JULY 15, 1931 | TEN CENTS

Hollywood Is On Its Toes Now-Pettijohn

Striving Hard to Make Good Films, He Says

Hollywood is on its toes as never before, recognizing that the answer to the problems facing the industry today are to be found in good pictures, stated Charles C. Pettijohn, general counsel of the Hays' organization, yesterday. He returned from the Coast on Monday.



C. C. PETTIJOHN

Production on the Coast," he declared, "is striving as never before to make good pictures. pleasing to the public and with box-office value to the theatres. From the heads of studios to the water boys on individual sets, I could not help but sense the most sincere enthusiasm to

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

Indies Budget Cool Million on One Lot

Hollywood—A million will be spent on independent production made on the Tec-Art lot, Alfred T. Mannon said on his return from New York.

Production curtailment by the major distributors gives the independents the biggest chance of their careers, he believes.

On the Payroll

The publicity chief of one of the larger companies asked his lieutenant to arrange a lunch for the press, celebrating some innocuous event or other. As the festivities were in high, the minnesinger-in-chief, nudging his subordinate and pointing to one of the men, whispered:

"I guess I don't get around to meet the gentlemen of the press often enough. Who is that chap over there?"

"Why," replied the lieutenant, "if you don't mind my refreshing your memory, you hired him two weeks ago."

167 First Runs in 28 Cities Grossed $1,987,789 Last Week

With New York, as might be expected, leading the nation at $306,963, one hundred and sixty-seven first runs in 28 cities grossed $12,211 shy of $2,000,000 for the week ending last Thursday and Friday. The recapitulation is based on telegraphed box-office reports published by Motion Picture Daily.

Twenty-five key cities covered are in the United States and three —Montreal, Toronto and Ottawa—in Canada. What the totals show follows:

CITY	NO. THEATRES	GROSS
Albany	5	$20,690
Baltimore	7	68,160
Boston	8	140,000
Buffalo	5	77,900
Charlotte	2	22,000
Chicago	9	149,727
Cincinnati	6	71,599
Cleveland	5	67,000
Denver	5	45,000
Des Moines	3	26,350
Houston	4	30,000
Indianapolis	5	44,000
Kansas City	5	61,500
Los Angeles	14	146,400
Minneapolis	5	48,500
Montreal	6	45,800
Milwaukee	7	75,000
New York City	12	306,963
Oklahoma City	5	26,750
Omaha	4	32,600
Ottawa	4	12,850
Philadelphia	8	113,700
Portland	5	42,700
Providence	5	41,500
San Francisco	9	141,600
Seattle	5	41,000
St. Paul	4	31,500
Toronto	5	57,000

New Scenario Gives Scribes Happy Ending

Hollywood—The screen writing fraternity out here expects to write a happy ending to the dire plot providing for 30-day contracts, instead of the long-term affairs made famous by the idle P. G. Wodehouse.

They have calmed down after throwing a varied assortment of fits and are confident that instead of being the victims of the plot they will be the fair-haired boys anon. This change of heart is based on the theory that the new no-contract ar-

(*Continued on page* 2)

"BUY RIGHT—BUT BUY NOW"

Breen Joins Hays As an Assistant

Joseph I. Breen has been made an assistant to Will H. Hays.

He has had a long experience in newspaper work, having been variously associated with newspapers in New York, Chicago and Washington and with the Associated Press. In

(*Continued on page* 12)

"BUY RIGHT—BUT BUY NOW"

Lichtman Booking All W.B. Theatres

The colors on the United Artists horizon are bright. In addition to having a number of franchises with the major circuits, Al Lichtman is getting together with Warners on a booking deal to take in the entire

(*Continued on page* 12)

Prudential in Deal for 25 More Houses

Believe it or not, in these off days, Prudential Theatres will take over 25 houses in Greater New York, provided negotiations understood under way for the houses materialize.

While the houses involved are not known, it is understood that one deal provides for a group of 18 theatres while the second deal is for seven. If and when the deals go through the circuit will considerably increase

(*Continued on page* 12)

"BUY RIGHT—BUT BUY NOW"

Maynard List Boosts Tiffany Total to 30

Ken Maynard will continue as a star in Tiffany westerns and decision to produce a series of eight Maynards raises total of pictures on the firm's new schedule to 30. Twelve pictures designed for Class A houses, ten starring Bob Steele and eight

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

Jersey Allied May Break with Unions

Unable to obtain relief on their present contracts, Allied Theatre Owners of New Jersey will break away from the operators' union in Newark at expiration of present agreements, Motion Picture Daily learns. Several attempts by inde-

(*Continued on page* 11)

Chi Wants to Know if B.&K. Put on 'Screws'

Katz Is Subpoenaed in Operators' Union Probe

Chicago—Did the circuits here encourage a ruling calling for two operators in the booth and high wage scales to embarrass independent operators? How many—if any—special favors and privileges were accorded the circuits in contrast to treatment received by independents?



SAM KATZ

These are questions the state's attorney's office is seeking to answer in the probe of affairs of the operators' union now under way. Authorities are investigating allegation

(*Continued on page* 2)

"BUY RIGHT—BUT BUY NOW"

U. S. Forces Probe Fight Film Traffic

Inquiry into alleged interstate shipments of pictures of the Schmeling-Stribling fight is under way by a number of United States district attorneys. Meanwhile, in New York, Gramercy Pictures, claiming exclusive rights to produce and distribute the pictures, is pressing a claim to hold films of the fight seized Saturday at the Central theatre. The pictures are being shown at Wallach's theatre.

"BUY NOW" SALES

Cleveland—Sam Blowitz, head booker for Warner theatres in this territory, bought the entire series of Hoot Gibson pictures released by Selected Pictures for 17 Warner houses in Ohio. Smith and Beidler also bought the Gibson's for their chain of 6 houses in Toledo.

Boston—The Park has signed for full Monogram program of 28 features. Each will run a week. The deal is said to be the first of its kind closed by an independent exchange in this territory.

The following bookings have been received and confirmed by the home

(*Continued on page* 11)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 15, 1931 No. 38

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

New Scenario Gives Scribes Happy Ending

(*Continued from page* 1)

rangement will favor them when the studios get back to production capacity. Then, they believe, they will reap the harvest—with all the studios scrambling for their services.

Production executives are notifying writers' agents that no more term contracts will be signed, and the colony interprets the action as being aimed chiefly at imported authors. The studios, however, will keep battalions of shock troop writers as the nucleus of a dependable staff and will engage high-priced scribes when needed.

Conferences between writers and producers will be held this week in an attempt to solve the grievances of the literary boys. The producers are expected to capitalize the new rule by an implied "Now you see what we can do, so don't ask too much."

Paramount, Universal and Columbia have not announced the 30-day rule yet, and may not because staying off gives them a possible chance to grab some good men. M-G-M instituted the week-to-week idea some months ago, but forgot it when Universal grabbed one of its best men and signed him for five years.

"BUY RIGHT—BUT BUY NOW"

Brenon Funeral Here

HOLLYWOOD—Herbert Brenon, director, is on his way east with the body of his mother, Mrs. Frances Brenon, who died at his home in Malibu Beach, Calif., Sunday. Funeral services will be held in New York.

"BUY RIGHT—BUT BUY NOW"

Johnston Returns

With his return from the Coast, W. Ray Johnston, president of Monogram Pictures, announced completion of "Mother and Son," starring Clara Kimball Young.

Off the Record

THAT'S a lot of money L. A. Young has landed to finance Tiffany's all-Tiffany class program for the new season. Final details were cleaned up yesterday and, state those who know, the organization will have no monetary headaches from this time on.

●

Committed to the theory that it's all or none, Tiffany will step right into the Paramount-M-G-M class on negative costs, the new plan provides. Significant of the intention is purchase of "The Last Mile" for exactly 70,000 iron men. That's money for story rights in these or any other days.

●

"A Woman of Experience," first RKO Pathe for the new season, was shot via Erpi equipment, despite the fact that the Pathe plant is RCA Photophone-equipped. Reason is Charlie Rogers was producing the opus independently at Universal City when his appointment as head of the Pathe plant developed.

●

When Walter Wanger was still in the saddle at Paramount, one of the plans he had in mind was creation of director-supervisors. Thus, Lubitsch, as Wanger envisioned it, would make probably two pictures a year. Ditto for Lewis ("Milly") Milestone.

●

As a matter of fact, Wanger had Milestone so much interested that the latter was fiddling around editing pictures at the Paramount Long Island studio without salary.

●

This is the idea beyond the nebulous Directors' Guild in which the names of Wanger, De Mille, Vidor, Milestone—and now, Borzage—are mentioned.

●

He is a big shot, so-called, in the theatre end of the business. For years he has been drawing down heavy sugar. His particular weakness was trying to outsmart the Stock Exchange. When the Big Crash came he was numbered among the suckers. Conveniently, there was a brother-in-law. A telephone message sufficed to supply the needed coverage. But the market slipped again and the brother-in-law had to be called again. However, brother-in-law came through and saved his film business relative's face. It's nearly two years now and brother-in-law still is holding the bag. Memories ARE short in the film business.

Laemmle Sets Nine

Arriving in New York yesterday, Carl Laemmle declared that Universal has set in the first nine of its new schedule.

New Ufa Set

"Dolly Macht Karriere," Ufa production, succeeds "Die Drei Von Der Tankstelle" at the Cosmopolitan Friday.

Stocks Quiet; Entire List Down

	High	Low	Close	Net Change	Sales
Consolidated Film Industries pfd	14½	14	14	— ½	700
Eastman Kodak	144	141½	142	—1¾	3,600
Fox Film "A"	16⅛	15½	15¾	— ½	5,200
General Theatre Equipment, new	4	3⅞	3⅞	— ⅛	2,400
Loew's, Inc	43½	42⅝	42¾	— ½	2,900
Paramount Publix	24¾	24¼	24⅜	— ⅝	4,300
Pathe Exchange	1¾	1⅝	1⅝	.....	400
Pathe Exchange "A"	7	6¼	6¼	— ⅞	2,300
RKO	14¼	13⅝	14	— ¼	4,500
Warner Bros.	7⅛	6⅞	7	— ⅛	9,300

Sentry Safety Up 1⅛ on Curb

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	11	10	11	+ ½	500
Fox Theatres "A"	2¾	2¾	2¾	.....	100
General Theatre Equipment pfd	7	6⅝	7	.....	300
Sentry Safety Control	2⅛	2⅛	2⅛	+1⅛	200
Trans Lux	5½	5½	5½	.....	800

Bonds Reflect Big Board

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	35	35	35	.....	2
Keith, B. F. 6s '46	69¾	69¾	69¾	— ¼	5
Loew's 6s '41 ex war	98⅝	98½	98⅝	+ ⅛	3
Paramount Broadway 5½s '51	102¾	102½	102¾	+ ¾	4
Paramount F. L. 6s '47	91	90	90	.....	14
Paramount Publix 5½s, '50	81	81	81	.....	1
Pathe 7s '37 ww	92½	92	92	— ½	19
Warner Bros. 6s '39 wd	41⅛	40½	40½	— ½	19



M. A. Lightman for endeavoring to clear up the contract mess in an effort to make the wearisome task of the 5-5-5 conferences bear fruit.

Chi Wants to Know if B.&K. Put on 'Screws'

(*Continued from page* 1)

that the union has been engaged in racketeering.

Sam Katz, Walter Immerman, Barney Balaban and Morris Katz have been named in subpoenas issued by Chief Justice Joseph Sabath of Criminal Court ordering Balaban & Katz officers to turn over records of the company. The firm has turned over its records from 1927 to 1929 and has written the home office (Publix) for its 1930 records. The Chicago exhibitor unit's record also have been subpoenaed and surrendered to the Grand Jury by Jack Miller, president.

To date testimony in the investigation has been supplied only by independents. The state's attorney wants the records to determine if special privileges were accorded the circuits and said that records of any payments to Tom Maloy, union president, or his organization, not readily explainable would be so construed.

"This is the first I've heard of it," Sam Katz told MOTION PICTURE DAILY Tuesday when queried regarding the Chicago subpoena issued for him.

Chicago Operator Probe To End This Week

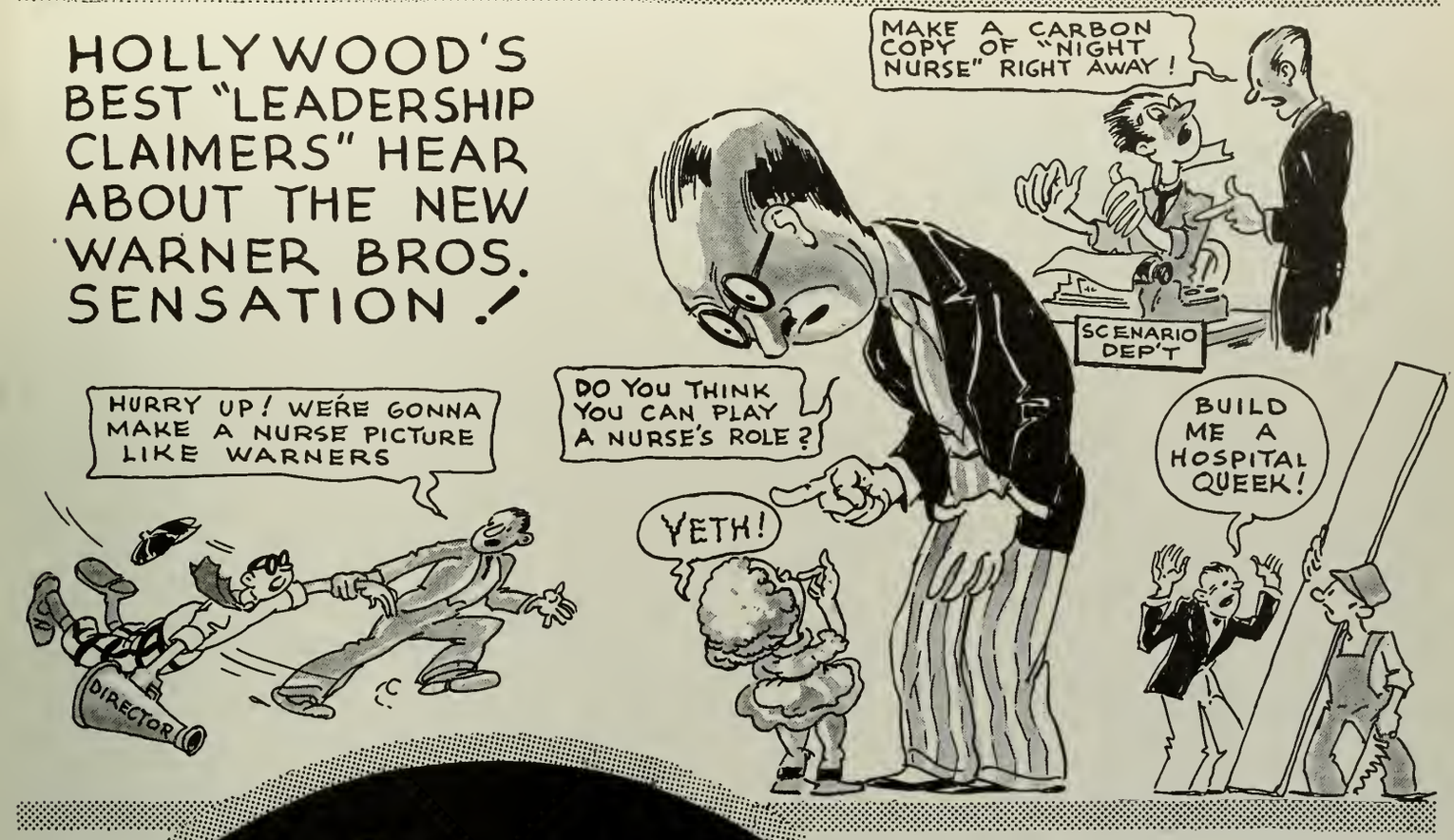
CHICAGO—Grand Jury investigation of the Chicago Operators' Union will be concluded this week, according to Assistant State's Attorney Charles Bellows, at which time conspiracy indictments of union officials are expected.

The investigation was begun six weeks ago and during that time evidence was presented to the grand jury purporting to show that union officials conspired to maintain two operators in projection booths whereas the work required but one operator. The cost of the additional operator is said to be the reason for the increased number of theatre closings in Chicago this summer.

Studio and Location Sound on Film Recording
Low Daily or Weekly Rates
Powers Cinephone Equipment Corp.
723-7th AVE., N. Y. BRyant 9-6067

Get Ready For The 'Cycle,' Boys!

HOLLYWOOD'S BEST "LEADERSHIP CLAIMERS" HEAR ABOUT THE NEW WARNER BROS. SENSATION!



Barbara

STANWYCK

in the greatest of all dramatic thrills

NIGHT NURSE

Ben Lyon, Clark Gable
Joan Blondell

Directed by
WILLIAM WELLMAN

CRASHES through to new records at Atlantic City World's Premiere!!!

A Sensation at the Branford in Newark!

BOOKED FOR LONG RUNS EVERYWHERE!

A WARNER BROS. HIT!

More than your contract calls for

Vaude Scarce, Theatre Back To Pictures

SAN DIEGO, Calif.—The Fox California, formerly a second run vaudeville house, was rededicated this week as a first run high class member of the Fox string here. Simultaneously, the Fox Orpheum was put on a 25-cent basis with amateur dramatics and dancing as added features. Inability to obtain good vaudeville acts caused the change of policy and not a lack of business.

The California was reopened with considerable ceremony. Richard Arlen, whose picture, "The Doctor's Secret," was the first attraction, made a personal appearance.

Robert Cannon becomes manager of the California and J. L. L'Esperance was appointed manager of the Orpheum under the new arrangement.

"BUY RIGHT—BUT BUY NOW"

Prosecutor Demands "Talker Confessions"

DENVER—The use of talking pictures in trials is urged by Earl Wettengel, district attorney. He has asked the mayor to install the apparatus at the city hall, asserting that it would save money in stopping long arguments over the admission as evidence of concessions. Defense lawyers generally contend that confessions are obtained under duress, and Wettengel claims that the talking pictures would prove whether or not this was true.

The actions of the court in barring confessions in two recent murder cases prompted Wettengel to make his recommendation.

"BUY RIGHT—BUT BUY NOW"

Gives Free Sunday Show, but Is Nabbed

DUNNELLEN, Fla.—G. M. Chalker was fined $25 for operating his house last Sunday, in spite of the fact that he charged no admission.

Recently an election was held here on the question of Sunday shows and it was defeated by a very narrow margin. Chalker is now going to appeal to the city council for a refund of the 25 bucks as the overhead on the free show was plenty without sticking on the extra 25 smackers.

"BUY RIGHT—BUT BUY NOW"

Drops Screen Ads

SAN ANTONIO, Tex.—RKO-Southern Corp. has eliminated all advertising from its screen. When RKO took over the Interstate Amusement Co. nearly a year ago it fell heir to an advertising contract with the Simpson Advertising agency of Dallas. The contract under which screen advertising was carried in all the theatres of the circuit has expired and has not been renewed.

"BUY RIGHT—BUT BUY NOW"

Eldridge Changes Mind

Harold Eldridge has had a change of heart and has killed the idea of closing three of his Brooklyn houses. The Avon, Garfield and 16th Street were slated to darken this week, but under revised plans will remain open.

Looking 'Em Over

"The Vanishing Legion"

No. 2 "Queen of the Night Riders"

(*Mascot*)

Starting with a few scenes of the former chapter, the second installment provides another series of moments that will keep the kids as well as grown-ups on edge no end. Stacks up as a fast action serial with Frankie Darro coming through with a goodly quota of the action. Darro, who, with his father has been in one of the trucks as it was about to run off the embankment, has escaped and is adopted by Harry Carey. With Rex, the youngster's horse, the three begin a series of uphill fights to ward off the enemy who has been trying to prevent Carey from going through with an oil well proposition he has agreed to undertake. The issue winds up with a stampede on the Carey camp that is as gripping as the best of its kind. In this chapter the power behind the "Voice" becomes known to Darro as well as the fact that his father still lives. Running time, 20 minutes.

"Adventures in Africa"

No. 4 "Spears of Death"

(*Vitaphone* 4712-13)

With spellbinding dialogue running through the entire scenes, the fourth of this series is pretty much a repetition of the third issue. The first part of the first reel and the entire second reel is new material which explains the assagais, as the spears of death are known, and deals with the imaginary killing of a lion by the natives. Wyant D. Hubbard produced the pictures in the African veldt. Running time, 14 minutes.

"The Gigolo Racket"

(*Vitaphone* 1255-56)

Helen Morgan comes through with two numbers in this concoction about gigolos. As she is about to open in a new play, a press agent gives birth to the idea to get her engaged to a gigolo for a front page smash. Helen gets engaged to the man of her choice, but when she learns that her manager has offered him $1,000 to clear out, she walks out on the show and lands her man—who wasn't a gigolo after all. Running time, 19 minutes.

"The Milky Way"

(*Vitaphone* 1323)

Neely Edwards as the patient going into impulsive recitations against milk and then later dreaming of putting on a stage show favoring milk steps out of his formula style of acting. While there is little novelty in the routine dancing and other entertainment in the show, it nevertheless provides a fairly good time because of the milk angle. Running time, 11 minutes.

"Sax Appeal"

(*Vitaphone* 1118)

Joe Penner as the amateur saxophonist, is not as entertaining with his instrument as he is in getting residents to throw old articles at him while playing it in the street. Which is all fine and dandy for his father, who is in the junk business and needs the odds and ends badly. Penner is a sure pinch hitter for Harry Langdon and has a personality that made a Broadway audience applaud this number. Running time, 8 minutes.

"Battling Silver King"

(*RKO Pathe*)

Otherwise known as the Silver King, the tarpon is a ferocious fighter when "lined." Grantland Rice's Sportlight takes in a series of three different catches as well as the hooking of a shark that nipped a goodly portion of a "lined" tarpon. There are some slow motion shots showing tarpons whirling in the air after being baited. Running time, 11 minutes.

"The Big Irons"

(*Vitaphone No.* 4757)

The sixth in the Bobby Jones golf series and, while instructive to devotees of the game, it will please others as well with its story of the office underling who almost gets fired because of his yen for the game, but gets by when the boss learns he plays regularly with the star golfer.—Running time, 11 minutes.

"The Gland Parade"

(*Radio*)

Roscoe Ates as the stuttering window washer provides a good quota of merriment by his wisecracks. The situations are bound to provoke laughter. Louis Brock produced it for Radio. Running time, 18 minutes.

Mid-West in Omaha

OMAHA—Mid-West Film Distributors, Inc., of Kansas City, Mo., recently opened a branch office on Omaha's film row. The firm's first real placement was "Ten Nights in a Barroom," booked at the State. Monogram pictures will be handled exclusively in this territory, according to C. M. Parkhurst, branch manager.

"BUY RIGHT—BUT BUY NOW"

New Big 4 Exchange

All Star Features Distributors, Inc., of San Francisco and Los Angeles, has been added to the roster of Big 4's national exchange line-up for 1931-32. It will distribute the 12 Big 4 all-star Westerns and outdoor features and eight melodramas.

Sunday Shows Win

PINE BLUFF, Tenn.—By a 2 to 1 vote, Sunday movies and baseball won out here in heated campaigns to legalize those forms of Sabbath entertainment under acts of the 1931 legislature. Malco Theatres, Inc., of which M. A. Lightman is president, have interests here.

"BUY RIGHT—BUT BUY NOW"

Seek Wage Cuts

DENVER—The Alexander Film Co. and the Tompkins Theatre Co., both of Colorado Springs, have filed notice of intention to cut wages with the state industrial commission. The film company wants to cut ten per cent on all making $75 per month, or 37½ cents per hour, while the theatre company did not file its desires, and the commission asked for details.

House Closes In Okla. City For 1st Time

OKLAHOMA CITY—For the first time in show business history in this city, a theatre will be closed due to summer slump. The Warner will go dark Friday for a period of six weeks, according to Robert D. Hutchinson, district manager for Warners. It will be opened about August 15 when it is expected that RKO vaudeville can be obtained for this house again. The Al and Loie Bridge stage show and the Warner price policy of 50 cents top will be moved into the Liberty, another Warner house which has been operating on a 35 cents top price. No employes will be let out through the change due to vacations.

"BUY RIGHT—BUT BUY NOW"

Exchange Building Moving Stirs Frisco

SAN FRANCISCO—Another flurry of new exchange moving and building is on. Ground will be broken next week for a new RKO exchange on Hyde near Golden Gate. It will be next door to Universal. A new Columbia exchange is now in course of construction directly across the street. The new exchanges built during the past twelve months have taken in practically every company except Paramount, which still is doing business at its old stand, at the corner of Golden Gate and Leavenworth. As it is now, exhibitors will have to do considerably more walking, on their booking tours, than heretofore.

"BUY RIGHT—BUT BUY NOW"

Film Talker Comedy In Wilmington, Del.

WILMINGTON, Del.—The first all-talking picture ever filmed in Wilmington was completed and shown in the Queen Theatre of the Stanley-Warner circuit. Herrick Productions of Hollywood filmed "Our Own Gang" in "His Sekatary" for the *Evening Journal* and Warners. Two weeks were required to film the comedy.

"BUY RIGHT—BUT BUY NOW"

Publix Gets Three in Rutland and Control

RUTLAND, Vermont—Publix is now in control of this city. It has taken over the three houses operated by Thomas W. McKay. Plans for remodeling the houses now are under way.

"BUY RIGHT—BUT BUY NOW"

Ask Firm Name Change

CHICAGO — Fox Chicago Theatres stockholders will vote on a change of name of the local operating circuit at an adjourned stockholders' meeting July 29. Request for a name change is asked by the home office of Fox Theatres Corp.

"BUY RIGHT—BUT BUY NOW"

Ufa in Cleveland

CLEVELAND—Representatives of Ufa have been in town looking over the situation with the intention of leasing a local house for a permanent foreign picture outlet.

Buy Now—
Wise Showmen Know
FOX Has the Hits
and Buy Now!

FOX FILM CORPORATION
850 TENTH AVENUE
NEW YORK CITY

TELEPHONE COLUMBUS 3320 CABLE ADDRESS, FOXFILM-NEW YORK

OFFICE OF
JAMES R. GRAINGER
VICE PRESIDENT
IN CHARGE OF DISTRIBUTION

July 14, 1931

Mr. Martin Quigley,
1790 Broadway,
New York, N. Y.

Dear Mr. Quigley:

When I tell you that I am heartily in favor of the "buy now" movement sponsored by your publications, I am admitting something everybody knows anyway: I am always in favor of "buy now", every May, June, July and August.

We are right in the midst of our annual selling season and it seems to me that this year we are using less selling effort than usual, because theatres, individually and in small and large circuits, are buying based on the best possible sales argument -- the quality of Fox pictures during the last year.

In spite of the toughest year within my memory, Fox pictures have rolled up remarkable earnings during the sales year closing this month. Right under our noses, from coast to coast, "Daddy Long Legs" is furnishing a better argument than any of our salesmen could present.

A year that begins with "Common Clay" and finishes with "Daddy Long Legs" and provides varied and profitable releases during every intervening week is a year that furnishes an impressive tribute to the great producing organization at Fox Studios. With our own theatres, as well as those in competition with us, vying with each other to play Fox pictures, there is a well defined "buy now" movement cooperating with your own.

Completed pictures on our next year's program prove to my own satisfaction that there is no possible advantage for delaying the signing of contracts and many advantages in buying now.

Very truly yours,

J. R. Grainger

New Season
FOX
New Hits

4 REASONS 4



They'll laugh themselves into a year's growth at

WILL ROGERS i
YOUNG AS YOU FEE

with **Fifi Dorsay** • **Lucien Littlefiel**

How an old geyser became a fountain of youth and beat the younger generation at its own game.

Directed by **FRANK BORZAGE**

•

Gangway for Stupendous Melodrama

TRANSATLANTI

with

EDMUND LOWE • **LOIS MORAN**

John Halliday — **Jean Hershol**

Greta Nissen — **Myrna Lo**

Directed by
WILLIAM K. HOWARD



The excitement of a lifetime in six days at sea. Plenty of comedy.

A story with cosmopolitan air—a picture with box office tang!

"BUYING NOW"

The public may be patient—but not the millions waiting for

JANET GAYNOR and CHARLES FARRELL

in

MERELY MARY ANN

The incomparable team of exquisite romance in a story that will lift you above "7th Heaven"—emotionally and financially.

Directed by **HENRY KING**



The novel told her story—
The picture creates her life

BAD GIRL

with

SALLY EILERS
JAMES DUNN

Introducing that new star, James Dunn, th find of the year. A he-man from the sid walks of New York, destined to interna tional acclaim.

Directed by **FRANK BORZAGE**

FOX

4 Smash HITS

WICKED

VICTOR McLAGLEN
ELISSA LANDI

Bigger than "Common Clay." Landi at her glamorous best. A tornado of action and a whirlwind of emotion.

Directed by **ALLAN DWAN**

SKYLINE

THOMAS MEIGHAN
HARDIE ALBRIGHT

The color and contrast, the laughs and tears in the heart of a great city. With a tug at the heart of the multitude.

Directed by **SAM TAYLOR**

SHE WANTED A MILLIONAIRE

JOAN BENNETT
SPENCER TRACY
JAMES KIRKWOOD

More thrilling than that French murder trial of an American beauty. Here's a new twist to the Cinderella who gets her man —and then decides she doesn't want him.

Directed by **JOHN BLYSTONE**

OVER THE HILL

. . . MAE MARSH

returns to the screen in a drama to stir every heart.

Directed by **HENRY KING**

Buy

FOX

PICTURES

Now

Printed in U.S.A.

Fight Censor Appeal Board In Australia

SYDNEY—The trade here is protesting strongly against a definite agitation to bring about complete abolition of the Commonwealth censorship appeal board and to vest full authority in the censor board under the chairmanship of Cresswell O'Reilly. Those behind the agitation advance economic arguments in its favor, but elimination of the appeal board would take away the industry's only safety valve, which, as figures prove, is absolutely essential.

Out of 54 features rejected by the censor board last year, 18 were saved on appeal, and more with cuts. If distributors are denied this right of appeal, the censors will become an absolute dictatorship, in the event of which unfortunate positions are sure to arise.

A divergence of opinion between the two boards has always been evident. It came to a head on one occasion when the chief censor accused the appeal members of exciting newspaper opposition to his decisions and of seeking Press support in gaining public sympathy when they reversed his actions.

Abolition of the appeal board because of excessive cost is not justified by facts. The distributors pay a fee of $16 for each appeal. If the appeal is upheld their money is refunded; if dismissed it goes into the Federal treasury. And in addition to that the censor and appeal boards are maintained by a direct lineage duty imposed on foreign pictures.

"BUY RIGHT—BUT BUY NOW"

Royal Guests at Para.

The King and Queen of Siam yesterday visited the Paramount studios at Astoria and were the guests at a special luncheon. Among those present were: Prince Svasti, Princess Svasti, Prince Chirasakti, Prince Ameradat Kridakara, Siamese Minister; Chao Phya Bijayendr, Vipulya Syastikula, Thavara Chayant, Mme. Chayant. Pra Norara, Major Prasobsri Chirapravati, Luang Siri Sombati, Smaksnian Kridakara. Mr. and Mrs. Adolph Zukor, Mr. and Mrs. Eugene Zukor, Mr. and Mrs. E. E. Shauer, Dr. and Mrs. Emanuel Stern, Mrs. Mildred Zukor Loew, Jesse L. Lasky, Emanuel Cohen, George Akerson and Sam Katz.

"BUY RIGHT—BUT BUY NOW"

Leonidoff Promoted

Leon Leonidoff, Roxy production director, has been elevated to producer for Fanchon and Marco with offices at Hollywood. He leaves Saturday for a four weeks' trip to Europe seeking material. Clark Robinson, art director succeeds.

"BUY RIGHT—BUT BUY NOW"

Signs Marjorie Gateson

Paramount has signed Marjorie Gateson to a term contract. She leaves for the Coast shortly.

"BUY RIGHT—BUT BUY NOW"

Ripley Plans Trip

Robert L. Ripley, creator of "Believe It or Not," sails July 23 for Nova Scotia for new material for his subjects.

The Critics Say

IN this department, the New York reviewers will find a mouthpiece to speak their piece about pictures that play the Broadway first-runs.

For instance, their opinion—cross-sectioned—is this about

"Girl Habit"

Paramount

AMERICAN—*Ruggles***excels the story that was provided for him.*

DAILY MIRROR—*There are some hearty laughs***some thoroughly raw lines ***the star is amusing but the whole production puts poor Charlie to a severe strain of carrying an almost one-man show.*

DAILY NEWS—****light and frothy fare ***It is the sort of thing that Charlie Ruggles has done so well in other pictures****

EVENING JOURNAL—****an engaging and expert comedian***the authors used the most obvious situations.*

GRAPHIC—*A sparkling, gay comedy with its share of romance and fast-moving action****

HERALD-TRIBUNE—****rambles along with curious futility and a minimum of humor.*

MORNING TELEGRAPH—****That the film succeeds in being amusing***may be attributed to the fact that Mr. Ruggles is a farceur of no mean ability.***If Paramount*** could see fit to drop about 15 minutes off the film as it now stands, it would prove to be a comedy that will be truly entertaining.*

POST—****does not make for exhilarating entertainment***a trite affair, bankrupt in its situations, its dialogue and its characterizations.***It must be reported that the audience seemed to enjoy it.*

SUN—****obvious stuff, filled with hackneyed situations***What saves it from being a loss is***a thoroughly professional telling of its tale, a competence of production and good pictorial and plot movement.*

TIMES—****it won more than its share of laughs.*

WORLD-TELEGRAM—****an amusing enough trifle***Ruggles***one of the most expert and amusing comics on the screen****

"Newly Rich"

Paramount

AMERICAN—*If you like child actors, and even if you don't, there is entertainment in "Newly Rich"***an excellently fashioned tale****

DAILY MIRROR—*Dandy entertainment.*

DAILY NEWS—*Take the kiddies to this one. They'll love it.*

EVENING JOURNAL—****part farce, part burlesque and part romance, but child actors take hold of the show and put it together so well it is amusing and, at times, really moving.*

GRAPHIC—****plenty of laughs and a good story interest*** Norman Taurog***has managed into its unreeling some of that clever appeal which made "Skippy" a superior photoplay.*

MORNING TELEGRAPH—****light entertainment boasting of many moments that are amusing.*

POST—****narrowly misses the high-flown humor and appeal which the opportunities of the story provide. In attempting to capture the spirit of Mr. Lewis' comedy the picture has succeeded only in isolated spots****

SUN—****rates but little in the realms of the movies***has only a few laughs****

TIMES—*The result of Paramount's excursion into somewhat unexpected pastures is a good one.*

WORLD-TELEGRAM—****it will do well as a serviceable little program picture that in spots should appeal to both the children and their elders.*

"Broadminded"

Warners

AMERICAN—****pretty obvious fun and not infrequently lapses into plain, unadulterated slapstick.*

DAILY MIRROR—****amusing as the average****

EVENING JOURNAL—****broad it is. ***It has some funny scenes, some good cracks and Mr. Brown and his face.*

GRAPHIC—*Brown***has his following and to those the film will be fairly amusing****

HERALD-TRIBUNE—****light summer-time entertainment****

POST—****not without some moments of hilarity even to a not particularly ardent admirer of Joe Brown.***"Broadminded" ***has speed.*

SUN—****When Mr. Brown is funny in the talkies, it is news. He so seldom is just that***in "Broadminded,"***he is occasionally humorous.*

TIMES—**** intended primarily *** for those who like their comedy—well, with Joe E. Brown.***makes no pretensions beyond that of a program bit****

WORLD-TELEGRAM—*With or without Joe E. Brown***would be pretty sorry stuff. ***Either you like Mr. Brown or you don't. I, for one, simply can't go into convulsions over Mr. Brown's facial distortions****

"BUY RIGHT—BUT BUY NOW"

Carnivals Shut Out By Baltimore Plan

BALTIMORE—Residential houses have had no trouble with competition from side shows and traveling carnivals here this season because of the cooperation of the city government. Handling this situation for the M. P. T. O. of Maryland, of which Charles E. Nolte is president, is a committee headed by Thomas D. Goldberg.

When Howard Jackson, present mayor of Baltimore, was up for election he was given the support of the picture fraternity here and a trailer, disguised as a news item following newsreels, was thrown on the screens at all playhouses showing Jackson making a speech. Jackson, it is said, promised the movie people that he considered them steady tax payers and thought their interests and investments in property should be protected from invasion by traveling carnivals in neighborhoods.

The new administration has kept its promise and all carnival organizations that wish to set up stands near any theatre must get the consent of the theatre before a permit will be issued.

Carnivals to Get the Air Now in Toronto

TORONTO—The Toronto city council has frowned upon the staging of carnivals in public parks for alleged charity purposes this year. The result was the announcement recently that the Canadian Legion had abandoned the plan of conducting four carnivals in different section of the city this season. Two years ago the Legion procured $8,000 through these carnivals, but the complaint was that most of the money was taken from the city by the carnival proprietors. In previous years, these carnivals cut deeply into the business of neighborhood theatres and the exhibitors had registered numerous protests.

"BUY RIGHT—BUT BUY NOW"

Percentage Probe in U.K. Unearths Plenty

LONDON—The K. R. S. and the C. E. A., representing distributors and exhibitors respectively are discovering things in their joint probe of percentage engagements. An early report reveals that 21 exhibitors thus far have falsified returns.

Filthy Plays Killing Stage, States Actor

MINNEAPOLIS—"Filthy sex plays and not the talkies are the reason the stage has gone to the dogs," declared William Faversham, veteran stage star, in Minneapolis this week for the University of Minnesota production of "L'Aiglon."

"Unless the picture business takes a lesson from the experience of the legitimate stage it will go the same way," was his further warning.

"Any form of entertainment is headed for the dumps that doesn't produce something to which parents can take their children without shame. There hasn't been a good decent play written in the last five years. New York producers won't touch anything that hasn't a bedroom scene. That type of play may attract in New York, but it won't elsewhere. The tastes of New York are far different from those of the rest of the country. But even in New York the bedroom drama is losing out. Unless the producers abandon it and start staging decent plays, they will kill the legitimate stage."

"BUY RIGHT—BUT BUY NOW"

Empee Club Drive Snares 36 New Ones

The two-months' membership drive waged by the Motion Picture Club has increased the roster by 36, as compared with 23 brought in the previous 15 months.

New in the fold are:

J. R. MANHEIMER	T. W. GERETY
CHARLES MCDONALD	STANLEY HATCH
ARTHUR GOTTLIEB	GEORGE HOFFMAN
LAWRENCE FERTIG	WILLIAM H. ADLER
LOUIS BERMAN	M. OCHS
JAY EMANUEL	L. ROSENBLATT
E. M. GLUCKSMAN	J. F. DUJAT
J. L. WARNER	M. J. KANDEL
L. L. LAWRENCE	S. GARRETT
AL SZEKLER	B. SERKOVICH
H. ZENKER	H. FROHMAN
I. WORMSER	A. VAN LEER
R. SANDERS	L. J. VORHAUS
A. GREENBLATT	J. J. HESS
R. S. WOLFF	A. L. SELIG
E. M. OROWITZ	J. H. GALLAGHER
J. H. HOFFBERG	L. WEINER
L. WEINBERG	H. A. LINET

"BUY RIGHT—BUT BUY NOW"

Bail in Middletown

MIDDLETOWN, O.—Waldo Bail, who has been in charge of the Tivoli, Garv. Ind., has been appointed manager of the Paramount which opened here a few months ago. He succeeds H. J. Thatcher, resigned.

"BUY RIGHT—BUT BUY NOW"

First Artclass Finished

HOLLYWOOD—"Night Life in Reno," first of the new Weiss Brothers-Artclass pictures is in the cutting room. "Pleasure," the second, goes into production July 24.

"BUY RIGHT—BUT BUY NOW"

Sally Signs New Pact

HOLLYWOOD—Fox has signed Sally O'Neill to a contract as a result of her work in "The Brat," her first picture for that company.

"BUY RIGHT—BUT BUY NOW"

Pathe Signs Williams

HOLLYWOOD—Robert Williams, who made his film debut in "Rebound," has been given a long term contract by RKO Pathe.

Fighting Free Calendar Idea In Baltimore

BALTIMORE—After the *Baltimore Post* had started publishing a daily movie calendar for residential houses here June 29, without charge, and no advertising or circulation tie-ups, because it considered it of news value, a complaint was registered against it by the M. P. T. O. of Maryland, of which Charles E. Nolte is president.

A letter was sent to the *Post* by Nolte, requesting it to discontinue publication of the calendar because the organization feared it would interfere with its contract with the *Baltimore News* (Hearst's), by which the *News* publishes the calendar daily and has a tie-up with the organization by which each house runs a trailer reading: "Read this theatre's program in the *Baltimore News* daily."

Andrew Brashears, managing editor of the *Post,* instructed an answer to be sent to the M. P. T. O. that the paper considered the programs of news interest and would continue to publish them regardless of the contract with the *News,* even if the *Post* had to send someone around to the theatres each day to copy the program from the frames.

This is quite unnecessary, however, as the *Sunday Sun* publishes the residential house programs in the movie section free of charge, also considering them of news value.

"BUY RIGHT—BUT BUY NOW"

Produce Talker Short In Oklahoma Studio

OKLAHOMA CITY—Oklahoma's first film production company for the making of sound shorts has been organized here and is known as Ramsey Productions, sponsored by Arthur Ramsey, son of an Oklahoma oil millionaire, and Tom Johnson, formery manager of supplies for the five Cooper-Publix houses in Oklahoma City. The first short, a talker of Paul Christianson and his WKY orchestra, was recently made in the sunken garden at Ramsey's home, with Ramsey directing. It will be a two-reeler and is now in Hollywood going through the process of development.

"BUY RIGHT—BUT BUY NOW"

Dentist Tries to Pull Operator Union Stunt

OMAHA—With 20 students, Dr. A. J. Amick, local dentist, is organizing the Projection Engineers Association of America to buck the Omaha Moving Picture Operators' Association. Latter is affiliated with the American Federation of Labor.

Officers of the operators' union look upon Dr. Amick's venture with considerable amusement, since his "students" haven't a chance for a job locally. Amick worked his way through colleges as an operator in the silent days.

"BUY RIGHT—BUT BUY NOW"

New Neill Contract

HOLLYWOOD — Columbia has exercised its option and re-signed Director R. William Neill to a long-term contract.

Making It Tougher for the Orphans

DALLAS—Trying to be nice, the Palace Theatre invited all the orphanages of Dallas to send their youngsters to a free showing of Janet Gaynor's picture, "Daddy Long Legs. " It was learned later that all local orphanages except one declined to send their charges to the showing, on the ground that the picture reveals an orphan asylum in an unfavorable light.

While the scenes depicted represent a period prior to the modern method of caring for underprivileged children, the local establishments think nothing is to be gained by introducing their inmates to the more austere forms of philanthropy.

And they hang pictures.

Concert Competition Off in Philadelphia

PHILADELPHIA—Judging from the slow advance sale of season tickets for the summer concerts of the Philadelphia Orchestra in Robin Hood Dell, Fairmount Park, this musical series will not prove to be the competition to picture houses that it was last summer.

Last summer there were over 200,000 paid admissions to the concerts, which ran two months in the open air. On a subscription basis, the concerts averaged 21 cents each to the patrons, giving a full program from one of the most famous symphony orchestra in the world—not to mention various guest conductors and guest vocal stars—at prices less than the average movie admission.

Mrs. Clara Barnes Abbott, chief of the municipal Bureau of Music, in charge of the Robin Hood Dell season, announced that only 2,000 subscriptions had been sold, with 12,000 needed to make a showing. The men of the orchestra give their services on a cooperative basis and while the season will go on as scheduled this year, the project may be dropped next year unless business improves.

"BUY RIGHT—BUT BUY NOW"

Nat'l Theatre Supply Reopens in D. M.

DES MOINES—The National Theatre Supply Co., which for the past several years has been operating through the Omaha and Chicago offices for Iowa territory, has established its branch office again in Des Moines, locating at 1123 High Street, next door to its husky competitor, the Des Moines Theatre Supply Co. B. F. Silsbee, who came from Detroit to take the management here, reports that business opened up nicely, but that fall will offer a real showdown on what theatre men are going to do.

"BUY RIGHT—BUT BUY NOW"

Wholesale Departm't For National in Cleve.

CLEVELAND—National Theatre Supply Co. is installing a wholesale department in conjunction with its new enlarged offices, which will be under the direction of R. F. Walters. Ray Cudmore will continue to handle the retail end of the business.

"BUY RIGHT—BUT BUY NOW"

Two Omaha Circuits Go Double Feature

OMAHA—Hot weather and hotter competition between two neighborhood circuits has brought double features to the local suburbs. About 20 to 25 houses are billing double at least three nights out of the week, usually Tuesday, Wednesday and Thursday.

Thirty Quebec Houses Show French Films

MONTREAL—Robert Hurel, president of La Campagnie Cinematographique Canadienne, Montreal, gave an outline of the development which has taken place in the distribution of French talkers in the province of Quebec since the organization of his company one year ago. Films from France are now being regularly shown in 30 theatres of Quebec, the key houses being the Cinema de Paris in Montreal and le Theatre Canadien at Quebec City. The products of all French companies are distributed in the province by Hurel's company, the outstanding being Gaumont and Pathe of France.

"BUY RIGHT—BUT BUY NOW"

Unfinished Theatre Is Sold by Sheriff

CINCINNATI—John Hoover of this city, who was awarded the contract for a new theatre building at Bucyrus, O., has purchased the unfinished steel structure at sheriff's sale, and will complete the building as sole owner.

"BUY RIGHT—BUT BUY NOW"

Circuit Buys Two In Indianapolis

INDIANAPOLIS—The Fountain Square Theatre Corp. has taken over the Granada and Rivoli, de luxe houses, from the I. U. Theatres Corp., a subsidiary of the Universal Chain Theatre Corp. They will be remodeled and will open in September. The purchaser operates the Fountain Square, which is the finest de luxe neighborhood house in the city.

"BUY RIGHT—BUT BUY NOW"

Transported Fight Film; Are Fined $25

CHICAGO—Harry O. Voiler and Harry M. Pollock pleaded guilty to transporting Dempsey-Tunney prize fight pictures in interstate commerce and were fined $25 each by Federal Judge John P. Barnes.

"BUY RIGHT—BUT BUY NOW"

Pick "Sundown Trail"

HOLLYWOOD—"Sundown Trail," an original by Robert F. Hill, has been chosen as the vehicle for RKO Pathe's first western feature, by Charles R. Rogers, vice-president in charge of production. Hill is doing the screen play and has been signed to direct. Tom Keene will star.

"BUY RIGHT—BUT BUY NOW"

Plan Standard Contract

LONDON—The K. R. S and C. E. A. official bodies, representing distributors and exhibitors, are discussing a standard contract form.

Small Towners Shunning Gang Films — Steele

CLEVELAND — Small town movie fans will not go to the theatre to see gang pictures, according to S. C. Steele, theatre operator in Kent and Ravenna. They will have nothing to do with pictures of the gang type, Steele stated, and gave this as one of the reasons why business is worse this summer than during previous summers. "The Millionaire" and "Daddy Long Legs" both did well in Steele's houses. Other exhibitors report that these pictures pulled business even when competing with excessive heat.

Managers of local vaudeville houses state that light comedy acts are the biggest drawing cards today. This substantiates the claim that the local public is against heavy melodrama of any kind, and gang melodrama in particular.

"BUY RIGHT—BUT BUY NOW"

Lists 1,000 Pictures In $3,500,000 Suit

LINCOLN, Neb.—Nick Paper, local exhibitor, whose $3,500,000 suit against the principal producers and exhibitors has been marking time, has filed an amended petition in Federal Court listing more than 1,000 pictures he said he had under contract.

Paper claims that violation of the anti-trust laws by the producers and exchanges forced him to close his two Lincoln theatres. He was refused films, he alleged, after he declined to put up a large deposit to guarantee a $7,500 account with one of the exchanges.

"BUY RIGHT—BUT BUY NOW"

Famous Players Hold Up Canadian Scale

TORONTO—Famous Players' houses in Toronto have not reduced prices for the warm weather while no so-called summer policy has been adopted in any instance.

Inside reports are that the seasonal decline in box-office grosses is running from 15 to 20 per cent and it is figured that any reduction in admission prices would only mean that much more of a drop in grosses. Business is holding up better than expected.

"BUY RIGHT—BUT BUY NOW"

Ford Theatre for Sale

BALTIMORE—Ford's here, one of the oldest in the country, which was for years owned and operated by the Ford family which owned Ford's in Washington at the time of the assassination of Abraham Lincoln, is now for sale, according to a sign on the front entrance.

"BUY RIGHT—BUT BUY NOW"

Get Sunday Shows

CHICAGO—The city council of Marion, Ill., this week voted to legalize Sunday films over the protests of Marion ministers who fought the blue law revocation bitterly. The new seven-day ordinance increases theatre licenses from $100 to $200 annually.

Hollywood Is On Its Toes Now-Pettijohn

(*Continued from page* 1)

produce these results. I found a thorough understanding by all, including directors, actors, writers, camera men, sound technicians and everybody else, that the revival of good times in the picture business this fall depends on their individual and collective efforts. They know that the present answer to all motion picture problems of the day is pictures—good pictures. They know that the theatre box-office is the pay-off station for everybody connected with the business.

"I believe that the industry has one outstanding advantage over every other business in the United States. We see automobiles mechanically better, more attractive in design and cheaper in price than ever before, but they are not selling as many as they did one, two, or three years ago. In our shop windows we see most attractive merchandise, with prices lower than at any time during the past five years. But they are not selling as much as they did in any of these years.

"Motion picture entertainment is in another category. Good pictures can be sold and are being sold on the basis of the largest possible public acceptance.

"The answer of the motion picture industry to 'depression' must be pictures—good pictures—and I believe we are going to get them, more good ones, in fact, than in any previous year. I believe that the motion picture industry will be the first large industry to step out of the business slump, for the reason that the industry is going to have product so good that it cannot help but be sold."

Carl E. Milliken, secretary of the Hays' association, also arrived back in New York from Hollywood yesterday. He had gone to the Coast to address the recent convention of the National Education Association. His slant on activities at the studios is this:

"I found nothing but the most sympathetic interest and cooperation on the part of directors and others in reflecting the highest possible entertainment values in forthcoming production, in line with the standards self-imposed by the industry. The machinery of cooperation between the organization and the individual studios is functioning with ever greater momentum. Executives in the industry everywhere realize that good business and good public policy go hand in hand in the development of motion picture entertainment. The sense of responsibility displayed by all concerned is most gratifying indeed."

"BUY RIGHT—BUT BUY NOW"

"Lab" Trial Date Set

HOLLYWOOD—Trial of Cinema Patents Company vs Columbia Pictures involving alleged infringement of Gaumont and Spoor Thompson developing machine and process patents starts Sept. 8 in Los Angeles, before Special Master in Chanery, David B. Head, appointed by Federal Judge George Cosgrave.

Educ'l Sidelights

EARLE W. HAMMONS, prexy of the company, got a real kick out of posing with trade paper men.

•

Carl Goe, producers' representative of Tiffany, was absent from yesterday's sessions. Carl is at home ill.

•

Gordon White, efficient Educational advertising and publicity chief, gave some real pointers on advertising company product.

•

A whole family of Tiffany Chimp dolls was present at the meeting yesterday, looking very virile in their cowboy regalia.

•

Bill Saal, Hammons' new assistant, is very much at home with the Educational boys. During his address yesterday, he nonchalantly un-did his tie, removed his collar, and proceeded enthusiastically with his pertinent comments.

•

L. A. Young, Tiffany, president, in an effort to pay a glowing tribute to his new associate, Bill Saal, almost ran out of adjectives.

•

Saal referred to Burt Kelly as his former associate, present associate and sometimes severest critic.

•

Jack Skirboll believes in the "Buy Now" policy. He's purchasing a lamp and chair. Now all he needs is the girl.

Just as a matter of retaliation, Arthur Greenblatt, of New York, took H. F. Brink, of Buffalo, to Hoboken for you know what. Arthur "still remembers the night" when Brink fed him ale in Ottawa.

•

H. D. Noble, of New Haven, isn't complaining of nostalgia for the college town. The confab is being held in the College Room and Noble chose the seat under the Yale emblem.

•

F. G. Sliter, of Boston, tells some good bean stories. And speaking of stories, Curtis Nagle surely is entitled to a hand.

•

Educational's is a very unconventional convention, with coats conspicuous by their absence, even collars and ties falling by the wayside. Despite the humidity, however, the boys are exhibiting smiling countenances.

•

J. E. Hobbs' delightful accent seems to add flavor to the Southern gentlemans stories. Ask him the one about the injunction.

•

Sol Edwards, assistant to Budd Rogers, went ecstatic over Budd's address yesterday. He used more adjectives than an enthusiastic female movie critic.

•

Add hidden bits of genius: Joe Rivkin, demon exploiteer, is a knockout as a speaker.

Maynard List Boosts Tiffany Total to 30

(*Continued from page* 1)

starring Maynard comprise the new season's line-up.

The change in plans which previously called for a schedule of 22 pictures was outlined Tuesday to delegates to the eastern convention of the Educational-Tiffany-Sono Art sales convention which winds up this morning in New York. The second of the series of meetings gets under way Friday in Chicago.

Series of Six Sport Films for Educational

Bill Cunningham's Sport Review, a new series of six one-reel subjects produced by Howard C. Brown and Curtis F. Nagel, has been added to Educational's line-up for the coming season. The first release which has already been delivered is "No Holds Barred," a wrestling subject. The story for each subject is being written by Cunningham, who likewise serves as narrator. He is featured sports writer on the Boston *Post*, and the author of a number of special articles on various phases of sports for *Liberty*, *Collier's* and other magazines.

"BUY RIGHT—BUT BUY NOW"

Elizabeth House Running

ELIZABETH, N. J.—Shows are being run as usual at the Plaza, despite alleged sabotage which necessitated calling off Sunday's matinee. The damage to the projection machine and booth was estimated at $10,000.

The house, which is operated by Abraham Dollinger, has been having difficulties with the operators' union.

Jersey Allied May Break with Unions

(*Continued from page* 1)

pendents have been made to eliminate one of the two operators in the booth, but all have met with no success.

Some exhibitors in the state of New Jersey have paid out as much as 35 per cent, and in one case 40 per cent, of the house's intake for projectionists' salaries. Delegates from the Brotherhood Operators' Union, newly-formed organization, have approached the Allied unit as a body offering to put just one man in a booth and at salaries less than the Newark local.

When present contracts run out on September 1 Jersey exhibitors will not renew them, but whether Brotherhood men are signed up or not is problematical since some theatre owners do not like an operators' union in any shape or form.

"BUY RIGHT—BUT BUY NOW"

St. Louis Suits Continued

ST. LOUIS—Receivership suits against Skouras Enterprises and the St. Louis Amusement Co. have been continued in Circuit Court here until July 21.

"BUY RIGHT—BUT BUY NOW"

"Ted" Young Sailing

T. C. ("Ted") Young, head of the Publix real estate department, sails on the *Paris* for Europe tonight, accompanied by the Misses D. and E. Young.

"BUY RIGHT—BUT BUY NOW"

Constance Bennett Sails

Constance Bennett arrives from the Coast Friday and will sail on the *Bremen* that same night. On her return she will make "The Dangerous Set" for Warners.

Buy Now Sales Keep Coming At Fast Clip

(*Continued from page* 1)

office sales chiefs and call for the entire Warner-First National product for 1931-32:

ARKANSAS

Metro, Clarendon, J. W. Crabtree.

CALIFORNIA

Lone Pine Hall, Lone Jine, Ray Pierson; Golden State, Riverside, Hunt's Theatres, Inc.; American, Trona, American Potash Chemical Corp.

IDAHO

Isis, Preston, Lawrence Jones; Star, Malad, Lawrence Jones.

ILLINOIS

Palm, Columbia and Strand, Rockford, De Forrest Sound Theatres.

IOWA

Iowa, Atlantic, Finkelstein Theatres; Iona, Waterloo, Jake Rosenthal.

KANSAS

Royal, Kansas City, John Kongs; Opera House, Eldorado Springs, C. A. Bessier; Army Y. M. C. A., Fort Leavenworth, E. G. Simons; Temple, Yates Center, E. S. Ringzenberg.

KENTUCKY

Selba, Central City; M. Pellman, Mecca, Greenville.

MISSISSIPPI

Coliseum, Cornith, B. F. Liddon; Lyric, Oxford, R. X. Williams.

NEW MEXICO

Princess, Tucumcari, A. Hurley.

NEW YORK

Strand, Dolgeville; Strand or Star, Ogdensburg; Grand or Plaza, Malone, Palace, Lake Placid Strand or Rialto, Massena; Palace or Rialto, Lockport; Rialto, East Rochester; Granada, Buffalo; and Riverside, Buffalo, Schine Thea. Enter., Inc.; Lyric, Faust, Chas. Gerard; State, Rochester, Regoshine Theatres Corp.; Riviera, Rochester, Regoshine.

OHIO

Lincoln, Cincinnati, Lincoln Amusement Co., Frank Cole; Savoia, Columbus, Joe Adorno; New Linden, Columbus, W. C. Pullin; Columbia, Columbus, W. J. Russell; Ritby, Tippacanoe City, Zerkel; State, Middletown, George Turlukis; Fayette, Washington Court House, Smoots & Simons; Strand or Fremont, Fremont, Schine Theat. Ent.; Wallace, Wooster, J. Palfix and A. Dice; Holland, Bellfintaine, Schine Theat. Ent.; Garden, Brillaint, D. C. Bishop.

TEXAS

Palace, Memphis; H. Boren; Texas, Rusk, Ran & Hughes; Texas, Pharr, Mrs. T. Jack; Crystal, Gilmer, C. H. Cox; Queen, Crosbyton, B. P. Estes; Lamar, Paris, Musselman Amuse. Co.; Palace, State or Circle, Dallas, C. Wilson; Auditorium, Crockett, E. J. Callahan; Palace, Olney, Kendall & Sadler; Palace, Weatherford, Kendall & Sadler.

VERMONT

Rivoli, Springville, Emil Ostlund.

WEST VIRGINIA

Fergerson, Charleston, Eureka Aumse. Co.; Jaeger, Jaeger, Rowley & Mahefty; Scarboro, Scarboro, E. Henderson.

WISCONSIN

Grand, Port Washington, Wm. Roob; Grand, Milwaukee, A. C. Gutenberg; Vilas, Eagle River, M. Ashton; Hollywood, Milwaukee, A. E. A. Corp.; Violet, Milwaukee, E. E. Hemmings.

Universal has just concluded a deal with Fox Theatres whereby its first serial on the 1931-32 schedule, "Danger Island," will play 40 theatres in Greater New York. A deal for Universal features is expected to be concluded shortly with the Leon Rosenblatt circuit.

Broadway Too Hot; Pictures Take Slump

Hot weather, but grosses not so hot on Broadway last week. At the Winter Garden, "Smart Money" continued to roll up the dollars, nabbing $26,964 for its third full week. Nice going, time and climate being what it is.

Over at the Roxy, matters took a brighter turn, with "The Black Camel," which grossed $74,000 as against $56,000 the previous week with "Annabelle's Affairs." Eighteen thousand on the up side is something in these dog-like days.

Aside from those two fairly bright spots, the street was pretty quiet, business holding to about the same level of previous summer weeks.

Estimated takings for the week ending July 9:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 5th week, 7 days. **Gross:** $15,236.

"LAUGHING SINNERS" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show headlining Ted Clair; Chilton & Thomas. **Gross:** $68,375.

"THE SMILING LIEUTENANT" (Para.)
CRITERION—(850), 50c-$2, 6th week, 7 days. **Gross:** $8,150.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,462.50.

"SWEEPSTAKES" (RKO-Pathe)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $20,000.

"GIRL HABIT" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show headlining Morton Downey, Bert Gordon and Ted Mack. **Gross:** $45,400.

"MOROCCO" (Para.) and "RAFFLES" (Para.)
RIALTO—(1,904), 40c-$1, 7 days. **Gross:** $5,600.

"NEWLY RICH" (Para.)
RIVOLI—(2,103), 40c-$1, 7 days. **Gross:** $15,800.

"BLACK CAMEL" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $74,000.

"BROAD MINDED" (F. N.)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $16,700.

"MACISTE IN HELL" (Macri Films)
WARNERS—(1,490), 35c-75c, 2nd week, 7 days. **Gross:** $3,276.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 3rd week, 7 days. **Gross:** $26,964.

"BUY RIGHT—BUT BUY NOW"

Breen Joins Hays As An Assistant

(*Continued from page* 1)

recent years, Breen has been turning his attention to publicity. He has handled, among other assignments, the Eucharistic Congress held in Chicago in 1926 and the opening guns in the campaign for the forthcoming Chicago's World Fair. In the past two years, he has been assistant to Stuyvesant Peabody, head of various coal and other industrial lines in the Middle West.

Breen also has had picture experience as a member of the Chicago staff of the Quigley Publications.

"BUY RIGHT—BUT BUY NOW"

Lichtman Booking All W. B. Theatres

(*Continued from page* 1)

W. B. circuit, where available. It is understood that Warners do not hold an option on U. A. product, but they are negotiating to buy all product open for its theatres.

Purely Personal

DAVE LUSTIG has gotten out a brochure, "Secret Book for Lovers," dealing with everything in the intersts of love. Dave didn't forget to get a plug in for the Hollywood theatre on Ave. A between Sixth and Seventh Sts., which the Manhattan Playhouses operate.

G. W. ERDMANN, business manager of the Cleveland Motion Picture Exhibitors' Association, has been appointed a member of the committee to draft a new code of prison reform to be presented to the new Ohio general assembly.

ABE LEFF has released Maurice Schwartz from his contract to make English and Yiddish versions of "The Dybbk" and "Travier, the Dairy Man." It cost Leff $400, but he is now dickering to make other pictures in the east.

NORMA SHEARER received a big hand in London where she is visiting with Irving Thalberg. A couple of times police protection was necessary to curb the enthusiastic. A press luncheon was one of the best attended in years.

EVE ETTINGER, long secretary to A. M. Botsford, is now writing "The Women's Viewpoint," new column in *Publix Opinion*. She discusses pictures from the feminine angle.

SAM WARSHAWSKY's play, "The Woman of Destiny," will be presented for the first time on any stage at the Wharf theatre, Provincetown, by Mrs. M. H. Hewes the week of August 24.

T. E. HALL, assistant manager of the Park Plaza, has been appointed manager of the Nemo, replacing Eugene Karlin who has been assigned to the New Jersey division.

BOB O'DONNELL is in good shape again. At the Saal dinner last week he sprained a ligament in his knee. Result: Two days at home and a limp—not serious—since then.

TOSCHA SAMOROFF has been appointed concert master of the Roxy orchestra by Conductor Maurice Baron. He succeeds Josef Stopak, who has joined NBC.

H. A. BANDY, foreign sales manager for Warner-First National, is due back in New York in a few weeks. He's been on the other side for many months.

CHARLES MOSHER, manager of the Riviera in San Francisco, has left for a two months' vacation trip to South America. F. King is pinch hitting for him.

ROBERT A. MCNEIL, general manager of the Golden State Theatre Corp., is expected back in San Francisco from the Orient on July 28.

JOE RIVKIN heads for Hollywood next week on his vacation. Al Sherman, motion picture editor of the *Morning Telegraph*, goes along.

CHARLIE PETTIJOHN hasn't so much respect for trout any more. He caught nine in one day up at Arrowhead while on his recent Coast vacation trip.

JOE SCHNITZER, Radio chieftain, who arrived from the Coast on Monday, is expecting to leave New York Friday for Hollywood.

E. A. MCAULIFFE, for five years in charge of the Strand in Bellefontaine, O., is now managing the Lincoln in Cleveland.

JULIE CHAPMAN, First Division's cashier, takes his vacation next week, but he'll stick around Starling avenue, where he lives.

EUGENE KARLIN, former manager of the Fox Nemo, has been assigned manager of the Fox Pascack, Westwood, N. J.

AL MERTZ, Radio branch manager in Cleveland, has added Art Toffler and William McCabe to his sales force.

GEORGE ARLISS is writing a story which will probably be his next talker when he returns from England to the Coast.

JACK STEINMAN of Manhattan Playhouses is vacationing somewhere in the mountains of New York state.

FRANK SCHREIHART, chief of service at the Strand in Milwaukee, has been promoted to assistant manager.

JOHN J. FITZGIBBONS, is making progress toward recovery. He recently underwent an operation.

HY DAAB won't even let the heat dim his enthusiasm. He's hatching up ideas to capitalize the humidity.

DON AUSTIN is the new manager of the Orpheum in Oakland, Calif., succeeding Willard Welch.

MIKE SIMMONS is back from a mysterious trip that had nothing to do with syllabic conversation.

BOB WILBY, never very keen for New York, is back on familiar and home ground: Atlanta.

JACK ELLIS has a new Reo that's a pip. It's the latest model and has all the latest designs.

JACK BURKE, formerly treasurer of the Crotona, is now assistant manager of the Park Plaza.

IRVING (Mickey) GROSS has been made manager of the State Theatre, Racine.

G. S. YORKE is "somewhere in California" on a tour of Fox theatres.

SHERMAN WEBSTER has joined the Warner sales force in Cleveland.

LEON D. NETTER is now a country squire of the Bronxville school.

DON CLARKE is writing another novel, "Young and Healthy."

"BUY RIGHT—BUT BUY NOW"

Common Law Premiere

"The Common Law," starring Constance Bennett, will have its premiere at the Mayfair Friday.

"BUY RIGHT—BUT BUY NOW"

Booked by Orpheum

HOLLYWOOD — Columbia's "The Miracle Woman" goes into the Orpheum on July 17.

"Free Soul" a Smash at K. C. With $21,000

KANSAS CITY — Norma Shearer's new starring vehicle showed its heels to the rest of Kansas City, getting $21,000 at the Midland, where the average is $14,500. Weather was good for the week.

Estimated takings for the week ending July 11 and year-round grosses:

"CHANCES" (F. N.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross.** $16,500. Average, $15,000.)

"A FREE SOUL" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $21,000. (Average, $14,500.)

"THE NIGHT ANGEL" (Para.)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $11,000. (Average, $12,500.)

"SMART MONEY" (Warners)
LIBERTY—(1,000), 7 days. **Gross:** $7,000. (Average, estimated around $4,500.)

"SKY RAIDERS" (Col.)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,000. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Prudential Dickering For 25 More Houses

(*Continued from page* 1)

its string of 26 on Long Island as well as its number in New Jersey. Recently the company purchased an interest in the Sag Harbor, Sag Harbor; Southampton, Southampton, and the Freeport, Freeport, from Mike Glynn and took over the Centre Moritches at Centre Moritches. The Montauk, at Montauk Point and Nantak at Nantak have also been added to the circuit.

Although it was reported in MOTION PICTURE DAILY'S exclusive story on June 19 that in seeking a goal of 100 houses Prudential would confine its acquisitions to closed territories, the majority of the 25 theatres are in competitive spots, but not in opposition to the Prudential string. Prudential has most of its theatres in closed situations.

When questioned about the deals, Joe Seider, president of Prudential, refused to comment beyond stating that he is enlarging offices at 630 Ninth avenue. The Casey and Wheeler office, an affiliated company, at Vanderbilt avenue, will not move over to the Ninth avenue location.

"BUY RIGHT—BUT BUY NOW"

'Clear As Bell' Gong Expected to Sound

Reverberations of those early (and hectic) days of sound pictures are to echo in Federal Court, New York, when suit of the Irving Trust Co., trustee, against officers of the bankrupt Sonora Products Corp., accusing them of causing a $3,000,000 loss to the corporation due to mismanagement, is heard.

Among defendants charged with "a corrupt and unlawful agreement and conspiracy" in a stock transaction in which they are alleged to have pocketed $1,500,000 in profits which would have gone to the Sonora firm are: Percy L. Deutsch, Victor C. Bell, Anthony J. Drexel Biddle, Jr., Arthur D. Mendes, Harris Hammond, Adam Stein, Jr., Malcolm R. White, Roy G. Martin, Wiley B. Reynolds, W. R. Reynolds & Co., and W. C. Bell & Co.

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Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 39 NEW YORK, THURSDAY, JULY 16, 1931 TEN CENTS

Blind Buying Hit as Danger By Lichtman

View Pictures Before Signing, He Advises

Emphasizing the need of "discarding outworn methods" to meet the changed order in the picture business, Al Lichtman, United Artists sales chief, is cautioning exhibitors against blind buying, saying they should view every film before purchase.



AL LICHTMAN

"No theatre owner can successfully operate his house without a thorough knowledge of each picture he exhibits, and he that knowledge cannot obtain without first viewing the films he brings to his audience," he says. "He cannot afford to speculate upon paper promises any more

(*Continued on page 10*)

"BUY RIGHT—BUT BUY NOW"

Protection Faces Fight in Nebraska

OMAHA—Evidence is being collected by the Allied Theatre Owners of Nebraska for proposed court action to test the legality of protection given Publix throughout the state. The Nebraska unit has refused to enter into any protection agreement with distributors.

"BUY RIGHT—BUT BUY NOW"

Schulberg, Selznick Still Talking About It

HOLLYWOOD — Those deliberations between David O. Selznick and B. P. Schulberg anent the former's release from a contract that places his salary

(*Continued on page 11*)

On Herald Staff

Florabel Muir, considered to be one of the best of the newspaper fraternity writing from Hollywood and coast correspondent for the *New York Daily News*, is now writing a column daily for *The Hollywood Herald*.

Miss Muir's column is exclusive in Hollywood with *The Herald*.

Meet Colonel Al

Flem D. Samson, governor of Kentucky, yesterday advised Al Lichtman he had been appointed an aide-de-camp with the title of colonel.

Lichtman thus finds himself included in the limited, titled circle that includes Major Edward Bowes, Colonel E. A. Schiller, Major Albert Warner, Major John Zanft, Colonel Fred Levy, Colonel H. A. Cole, etc., etc.

Publix Steps Out of Theatre Field in West

LOS ANGELES—Paramount will step out of active exhibition in the territory from Denver to the Pacific Seaboard if a deal now under way for lease of the Paramount here to Fox West Coast goes through.

Fox West Coast would operate, but Paramount distribution would get a break, for the deal provides that the

(*Continued on page 11*)

Para. 3-Month Net Over Dividend Rate

Net earnings of $2,225,000 after charges and taxes are estimated by Paramount for the quarter ended June 30. This is equal to 70 cents a share

(*Continued on page 11*)

LABOR WALKOUT IS FEARED IN CHI

Tiffany Keeps Own Identity; Saal Gen. Mgr.

Tiffany will retain its identity as a producing company, releasing through Educational, L. A. Young, Grant L. Cook and William Saal emphasized yesterday in a joint statement. While Educational will sell and distribute the company's product, approval of contracts will rest in Saal, as active general manager of the company under the guidance of the executive committee. Saal will make frequent trips throughout the country for the purpose of supervising the sale of his company's product and

(*Continued on page 11*)

"BUY RIGHT—BUT BUY NOW"

Columbia Offers Bow $5,000 Weekly Check

HOLLYWOOD—Harry Cohn says he has been negotiating for some time with Clara Bow and has offered the star $5,000 weekly. However, George Frank, her manager, denies receiving such offer and says that it's not enough from Columbia or any one else.

Move Seen Sequel If One Man in Booth Becomes General

CHICAGO — Exhibitors here are fearful of a general walkout of union employes if any appreciable number of theatres adopt the one-man-in-the-booth policy following offer of the state attorney's office to give protection to such houses. The move was made to encourage reopenings and prevent further closings. The offer came toward the close of the Grand Jury investigation into racketeering charges brought against the operators' union.

The Madison Street and Lindy theatres now are running with one man

(*Continued on page 10*)

"BUY RIGHT—BUT BUY NOW"

Sullivan Buys Pathe Lineup for Fox Chain

Other developments in the "Buy Right—But Buy Now" movement will be found on page 8.

Add Jack Sullivan to the list of supporters of the "Buy Right—But Buy Now" movement. Sullivan, who does all the buying for the various Fox circuits, has just closed a deal with RKO Pathe for that firm's output in theatres of the circuit. Twenty-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

And Now "Tragedy" Will Enter Court

"An American Tragedy" has proved something of a tragic undertaking for Paramount, so far as grief with its author, Theodore Dreiser, is concerned, for Wednesday he cli-

(*Continued on page 8*)

Exhibs in N. W. Urge Go-By For "Buy Now" Movement

MINNEAPOLIS—They've a pet peeve here in the north country, what with the heat, humidity and all. That "Buy Right—But Buy Now" movement of MOTION PICTURE DAILY has the natives hereabouts in a stew and all of the boys who swear allegiance to the Northwest exhibitor unit — so their officers say—are pretty sore.

It seems that some of the boys have been whooping 'er up on a buying strike movement. They say they will lay off buying until exchanges turn a couple of handsprings with a cartwheel or two thrown in for good measure. They want the go buy idea to be a go-by affair and the word has been passed to give film salesmen the high, wide and handsome.

Now it seems that MOTION PICTURE DAILY's gesture to prevent an undermining of the industry structure has been singled out for attack. The exhibs of this sector have it all figured out, judging by Al Steffes' latest bulletin. Will H. Hays (none other), so Steffes asserts, passed the word along after his reported set-to at Washington due to salary cuts in the industry.

Steffes surely lays it on hot and heavy in his bulletin. He'd have his members believe that the trade press is all sewed up and that Hays is wielding the needle. Subsidy and lack of courage are among the descriptive phrases in Steffes' bulletin. At any rate, it's good ammunition for the forthcoming convention of the Northwest unit, which needs a new ballyhoo, since the old gag of Steffes' resigning and being taken by traitors in the fold has been worn threadbare. Meanwhile, exchanges are taking contracts and sturdy members are denying heatedly that they've bought new season contracts. And life goes on.

My "Buddy"

It originally was Charles "Buddy" Rogers and that's the way it'll be. Paramount has decided to return "Buddy" back to Charles Rogers' name because it believes that the public will not recognize their buddy as plain Charles Rogers.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 16, 1931 No. 39

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Millions

WE ask you this morning to consider this:

In the last ten days, 799 corporations in businesses that range from the manufacture of nuts and bolts to the sale of motion pictures have declared their regular dividend commitments.

Forty corporations went for extras; and five increased their rates. On the other side of the ledger and not nearly tipping the scales their way you find that only 92 companies passed their dividends; only 47 reduced them and only five deferred action.

WE see in this an observation fraught with great significance in these sultry days when depression seems to rule the economic waves.

Those 799 dividend declarations run into many millions of dollars. It, therefore, appears a rational conclusion to draw that business at large isn't so badly off. It also seems to us to indicate that the financial backbone of the nation's industries continues to function effectively in its economic carcass, even if it has been pretty severely jarred.

THE direct application to this industry should be obvious. Theatres depend on widespread business activity for their continued patronage. Dividend checks mean dollars to spend.

From that point on, anyone can dope it out.

KANN

Off the Record

ONE reason Universal hasn't tied itself down to many major circuit contracts is its concern for the independent exhibitor. "U" managers have been instructed, it is understood, to split product with the independents in all situations possible regardless of the circuit position in each territory. Allied leaders are appreciative of this.

●

In his regular bulletin to members of the Allied Theatre Owners of New Jersey, Sidney Samuelson says: "Give a thought to Universal. This company is playing ball without attempting to tell any exhibitor how to run his business and I think it opportune to point out that Universal owns very few theatres and is making a real effort to produce quality pictures.

●

"By giving Universal fair and square support *now*, we will be aiding in the preservation of competition among distributors, thereby doing something for ourselves. Let's support Universal this year and show this business that independents can map out a program and see it through successfully."

●

Universal is understood to have paid Allied $52,000 so that the organization will be able to continue as a fighting unit for independents.

●

Northern New Jersey exhibitors are up in the air over M-G-M's reported insistence on a minimum of 14 percentage pictures on new product contracts. The company, in asking that 25 per cent of product go on a split basis, is said to be insisting that at least two Norma Shearer pictures be classified as such in addition to 12 others to be designated as specials. Paramount is understood to be asking for a minimum of 14 percentage pictures but will not pass up contracts, as is believed in the case of M-G-M, if exhibitors do not agree on the minimum. Columbia is also being criticized for its selling tactics on percentage engagements.

●

M-G-M is taking every precaution to prevent "Trader Horn" from hitting the two-ply bills. Although it has a clause in its percentage contracts that "agreed that the exhibitor will not double feature" the picture, the company is keeping the running time to 125 minutes so that it would be pretty hard to get another feature in on the same bill. However, one Boston independent recently double featured "Trader" with another feature, which ran 70 minutes, and, adding coals to the fire, charged only ten cents.

●

When M-G-M got wind of the breach, it pulled the picture and the house was forced to go dark for four hours.

Entire Stock List Continues Downward

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7½	7⅜	7⅜	— ¼	300
Consolidated Film Industries pfd	13¾	13⅛	13⅛	— ⅞	800
Eastman Kodak	141¾	137	139¾	—2¼	9,100
Fox Film "A"	15½	14⅝	15½	— ¼	12,100
General Theatre Equipment, new	3⅞	3¾	3¾	— ⅛	4,000
Loew's, Inc	42½	41¼	42⅜	— ⅜	4,300
Loew's, Inc., pfd	87¼	87¼	87¼	+ ¼	100
Paramount Publix	24⅛	22⅜	23¼	—1⅛	14,200
Pathe Exchange	1½	1½	1½	— ⅛	500
Pathe Exchange "A"	6½	5¾	6¼	.....	3,600
RKO	13⅞	13⅛	13⅝	— ¾	8,800
Warner Bros.	7	6⅜	6½	— ½	12,500

Sentry Safety Drops to New Low

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2¼	2½	2½	— ¼	4,000
General Theatre Equipment pfd	7	6⅞	7	.....	400
Sentry Safety Control	1	⅞	1	—1⅛	600
Technicolor	6	6	6	—1	400
Trans Lux	5½	5⅜	5⅜	— ⅛	800

Bonds Off; P. P. Drops 1 Point

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	35¼	34	35	.....	19
Keith, B. F., 6s '46	69¾	68	69¾	.....	7
Loew's 6s '41 ex war	98⅞	98⅛	98⅛	— ½	15
Paramount Broadway 5½s '51	103	102	102	— ¾	21
Paramount F. L. 6s '47	90½	90	90	.....	1
Paramount Publix 5½s, '50	81	80	80	—1	14
Pathe 7s '37 ww	92½	92	92½	+ ½	20
Warner Bros. 6s '39 wd	41	40	40	— ½	23



"Bill" Saal for that rousing pep speech he made at the eastern sales convention of Educational, despite the torrid weather.

Weisfeldt Busy on Distribution Deal

Physical distribution of the product of Picture Classics, Inc., independent distributing firm recently formed by M. J. Weisfeldt, is to be handled by a national company, it is understood. Classics moved yesterday to new and enlarged quarters at 130 West 46th St. Weisfeldt could not be reached for a statement on the report his firm's pictures would be released through national exchanges.

"BUY RIGHT—BUT BUY NOW"

M-G-M Doubles Up On Booking Deals

M-G-M is introducing the combination booking plan in its various exchanges, with the Pittsburgh office the first to inaugurate the idea. Heretofore exhibitors booking junior features, or shorts, would have to deal with short subject bookers, and if he wanted to book a feature he would have to talk to a booker handling just features. In order to facilitate bookings of the features and shorts, bookers now will be able to date in shorts as well as features without switching the exhibitor from one desk to another.

"BUY RIGHT—BUT BUY NOW"

"Squaw Man" for Astor?

M-G-M is considering putting "The Squaw Man" into the Astor following run of "A Free Soul." The Norma Shearer film is expected to continue on Broadway for another three or four weeks. It is now in its sixth week.

"BUY RIGHT—BUT BUY NOW"

Wedding Bells

Abe Goodman, member of the Fox advertising staff, and Pearl Brandeis, in the accounting department of the same company, marry on September 10.

Charles Goldie, office manager of the Fox publicity department, and Margaret Spotz, musician, join hands on August 1.

"BUY RIGHT—BUT BUY NOW"

Lasky to Coast

Jesse L. Lasky left for Hollywood and the Paramount studio yesterday on his customary mid-summer trip.

SOUND RECORDING
FILM AND DISC
Re-Recording Disc or Film
ALL WORK GUARANTEED
STANLEY RECORDING CO. of AMERICA, INC
1841 Broadway—New York, N. Y.
Columbus 5-3181-3182

I feel that

BOUGHT!

is one of the best pictures I have ever made - - CERTAINLY THE MOST INTERESTING!"

Constance Bennett



"A lovelier Constance Bennett appears. Will the cash registers click? You bet!" —*Hollywood Reporter*

"The public will just eat it up. The audience clapped their hands off." —*Mollie Merrick*

"Preview audience definitel enthusiastic. Her best screen portrayal." —*Hollywood Herald*

Only ONE COMPANY CAN GIVE YOU CONSTANCE BENNETT in a hit like BOUGHT!

WARNER BROS.

with BEN LYON, RICHARD BENNETT • Directed by ARCHIE MAYO

Chevalier Big At $18,500 in Hot L.A. Week

Total $145,200 for 14 Theatres

Los Angeles—Maurice Chevalier's "The Smiling Lieutenant" walked away with honors this week, getting $18,500 at the Carthay Circle. "A Free Soul," playing day and date at the Criterion and Chinese, continued okay in its third week. The State nosedived to $16,200 with "Annabelle's Affairs" and other houses found business lighter than usual. "Chances" was satisfactory at the Warner houses and the RKO and Pantages did fairly well. Hot weather drove many to the beaches, hurting grosses plenty.

Estimated takings for the week July 15 and year-round averages:

"EL PRINCIPE GONDOLERO" (Para.)
CALIFORNIA INTERNATIONAL—(2,000, 25c-50c, 7 days. **Gross:** $4,800. Average, $5,000.)

"THE SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, $5 premiere. George Stoll and Band. **Gross:** $18,500. (Average, $12,500.)

"A FREE SOUL" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 3rd week, 7 days. Gross: $9,500. (Average, $10,000.)

"A FREE SOUL" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c, 3rd week, 7 days. **Gross:** $8,300. (Average, $8,000.)

"LAUGHING SINNERS" (M-G-M)
GRAUMAN'S EGYPTIAN—(1,800), 10c-65c. 7 days. **Gross:** $3,300. (Average, $6,500.

"ANNABELLE'S AFFAIRS" (Fox)
LOEW'S STATE—(2,418), 35c-65c, 7 days. F. & M. "Divertissement" Idea, Meglin Kiddies. **Gross:** $16,200. (Average, $27,000.)

"THE LADY WHO DARED" (F. N.)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show with Leon Errol; Carleton Kelsey's Band. **Gross:** $8,100. (Average, $16,000.)

"SEED" (Univ.)
ORPHEUM—(2,750), 35c-65c, 5th week, 7 days. **Gross:** $6,200. (Average, $16,000.)

"THE TARNISHED LADY" (Para.)
PANTAGES' HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "All at Sea" Idea. **Gross:** $12,800. (Average, $15,000.)

"WOMEN LOVE ONCE" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Round the World Stage revue. **Gross:** $11,500. (Average, $25,000.)

"EX-BAD BOY" (Univ.)
RKO—(2,700), 35c-65c, 7 days. Five acts RKO vaudeville. **Gross:** $13,200. (Average, $15,000.)

"NIGHT ANGEL" (Para.)
UNITED ARTISTS—(2,100), 35c-65c, 7 days. Organ concert. **Gross:** $7,200. (Average, $13,500.)

"CHANCES" (F. N.)
WARNER BROS.' DOWNTOWN—(2,400). 7 days. 35c-50c. **Gross:** $12,600. (Average, $15,000.)

"CHANCES" (F. N.)
WARNER BROS.' HOLLYWOOD—(3,000), 2nd week, 7 days, 35c-50c. **Gross:** $13,000. ,Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

Thalbergs Return

Irving Thalberg and Norma Shearer, accompanied by Irving, Jr., arrived in New York on the *Bremen* from Europe yesterday.

Berlin—Visit of Irving Thalberg to Berlin gives rise to reports in the trade that M-G-M will produce in Germany.

"BUY RIGHT—BUT BUY NOW"

"No Smoking" Rules

Los Angeles—The proposed theatre smoking ordinance has been vetoed by Mayor Porter.

A Letter to Grainger

**MR. JAMES R. GRAINGER,
Vice-President,
Fox Film Corporation,
850 Tenth Avenue,
New York City.**

Dear Mr. Grainger:—

I have read your very interesting letter, addressed to me, which was published in an advertisement of your company in yesterday's issue of "Motion Picture Daily."

We appreciate your endorsement of our return-to-prosperity campaign now being conducted in the Quigley Publications. We note, however, that you refer to our campaign as the "Buy Now" movement. The campaign actually carries the suggestion of *"BUY RIGHT"* as well as "Buy Now."

We feel sure you will understand why we wish to have the campaign referred to under its full title of "Buy Right—But Buy Now," because as a sales authority in this industry you know that a sale to be successful for either the distributor or the exhibitor must be at right price and under right conditions, as well as at the right time.

**Very truly yours,
(Signed) MARTIN QUIGLEY
July 15, 1931.**

Postpone Trial of Six Alleged Bombers

Seattle—Trial of six local men accused of bombing Seattle theatres with stench and gas bombs has been continued until August 27 on the state's motion by Justice of the Peace John B. Wright.

William W. Kelso and William Smith, heads of the Pacific Coast Institute of Motion Picture Engineering of this city, are charged with possession of the materials from which the bombs are made. The other four defendants, Marion Bell, Howard Wong, Clyde Spangler and Harry Booth, are charged with placing the bombs in downtown theatres.

The six were apprehended over a period of several months by local police. All are at liberty on bond at the present time.

"BUY RIGHT—BUT BUY NOW"

Hip Firm Incorporates

Baltimore—The Hippodrome Theatres has filed application for incorporation with the Maryland State Tax Commission here, the organizers being Sidney L. Nyburg, L. Edwin Goldman and Raphael Walter. The authorized capital stock is 100 shares at no par value and the purpose of the company is to operate all types of theatres. This company now controls the Hippodrome here, formerly owned by Peace and Scheck and managed by Nat Keene. The house has been taken over by Izzy Rappaport, of Philadelphia.

"BUY RIGHT—BUT BUY NOW"

De Mille Goes British

London—"British pictures? They are just coming into their own; you are beginning to make some very good ones," said Cecil B. De Mille to trade paper reporters upon his arrival here from New York.

British Chain Is Prediction Of Nathanson

Toronto—N. L. Nathanson has spoken at last! In a brief interview, Nathanson avoided all reference to the severe criticism accorded him by Commissioner Peter White in the film probe report in which many Canadian companies were judged to be operating as a combine. But Nathanson did discuss one possibility briefly and that was that the next probable step in the Canadian field would be the establishment of a chain of houses in key cities which would concentrate on British films.

Nathanson would not say that he was identified with such a project, but his company, Regal Films, Ltd., recently organized a British film division. Hence his statement appears to deal with the matter of prospective business. Regal has 15 British productions lined up for early release, it asserts.

Ottawa—The feeling in official circles of the Canadian capital is that one outcome of the White combine report will be a flood of legislation dealing with the film distributing business and the theatres when legislative sessions are held next winter. These will be introduced in the various provincial legislatures, as well as in the Federal House of Commons, by vote-angling politicians who will try to capitalize on the White report, it is felt. Chief among these legislative proposals will be the quota measure, it is predicted.

Already R. H. Pooley, attorney-general for British Columbia, has intimated that the British Columbia government will introduce a film quota bill at the session at Victoria next February. In the meantime, the White report will be studied and, if the action is considered advisable, Pooley will order a dissolution of the so-called film combine, he declared. Other provincial governments have not yet made any announcement and the Federal authorities are still waiting for authorization to proceed with any desired action in behalf of the provinces.

"BUY RIGHT—BUT BUY NOW"

Drop Shorts Program

Cleveland—Short subject programs, which opened the Euclid Beach Park Theatre early this month have been abandoned in favor of regular feature attractions. The theatre is located in Cleveland's largest outdoor amusement park and is run by Joe Leavitt.

"BUY RIGHT—BUT BUY NOW"

2 Firms Pay Dividends

The Fox Film regular quarterly dividend of 62½ cents on Class A and B stock was payable yesterday.

Marcus Loew's Theatres semi-annual dividend of $3.50 on the preferred was also payable Wednesday.

Loew Dividend

Loew's, Inc., has declared a regular quarterly dividend of $1.62½ on the $6.50 preferred stock payable on August 15 to stockholders of record July 31.

Seattle Unions Use Sticker 'Propaganda'

Seattle—Automobile windshield stickers that admonish readers to: "Save Our Stage! Patronzie Theatres With Stage Shows!" are appearing throughout the city in increasing numbers.

They are being distributed and displayed by members and friends of the local stagehands' and musicians' unions, principally to combat Fox West Coast Theatres, Inc., with whom they are having differences that have resulted in the closing of the Fox Paramount and the abandonment of Seattle as a "stand" for Fanchon & Marco's stage revues.

At the present time, the RKO Orpheum is the only local theatre offering stage attractions in addition to the first run films.

"BUY RIGHT—BUT BUY NOW"

Friday Opening Is Adopted in Minn.

Minneapolis—The 4,000-seat Minnesota, operated by Publix, has gone to a Friday opening. The change had been made last week with "The Man in Possession" getting the six day week on the screen.

This now makes almost a clean sweep of the Friday opening for Publix houses in the Twin Cities. The RKO Orpheum still holds to the Saturday opening, however.

No change has yet been made in the newspaper handling of theatre copy except to shove forward the reviews. Sunday sections are the same as before though they appear practically in the middle of the engagement. There is usually a brief boxed announcement of coming attractions. Thursday, however, is coming to be a big theatrical advertising day.

"BUY RIGHT—BUT BUY NOW"

Jackson Appointed

Chicago—William A. Jackson, Chicago business and utilities man, was appointed commissioner of gas and electricity by Mayor Anton Cermak, succeeding Tom Kennedy.

The appointment is of interest to Chicago exhibitors as the bureau of gas and electricity rules on numerous phases of theatre wiring, decoration and marquee and lobby advertising. Also under the jurisdiction of the commissioner of gas and electricity is the department of motion picture operators' examiners, now presided over by Joe Maloy, brother to Tom Maloy of the Operators' union. Joe Maloy's department is now under investigation by the grand jury for alleged collusion in qualifying unfit applicants for operators' licensing.

"BUY RIGHT—BUT BUY NOW"

See Fight in Omaha

Omaha—Despite inter-state commerce rulings, pictures of the Schmeling-Stribling fight at Cleveland are part of the program at the Moon here, downtown grind of the Popular Amusement Co.

"BUY RIGHT—BUT BUY NOW"

Mason a Mother

Shirley Mason, wife of Sidney Landfield, director, yesterday gave birth to a daughter.

"GOOD STRONG STUFF"

Say New York Newspaper Reviewers of

HUSH MONEY

at the

ROXY

"THIS IS A GOOD ONE" This is a good one... Genuine novelty and suspense... Vastly exciting... Joan Bennett gives sister Constance a run for her money as an emotional actress . . . Good strong stuff.
—New York Daily Mirror

• •

"WON AUDIENCE" The audience obviously liked "Hush Money" very much.
—New York Times

• •

"EXCELLENT ENTERTAINMENT" Out of the ordinary... Excellent entertainment.
—New York Daily News

• •

"FRESHNESS AND INGENUITY" You will be struck by a freshness and ingenuity in handling it . . . Intelligent acting, speedy direction and smart dialogue . . . A grateful variation on the usual gangster theme. *—New York Evening Post*

with

JOAN BENNETT
HARDIE ALBRIGHT

Owen Moore • Myrna Loy

Directed by **SIDNEY LANFIELD**

FOX

"COLUMBIA'S PERCEN

HITS IS THE LARGEST O

Says John J. Jones of Jones, Linick and Schaefer

COLUMBIA'S SHOWMANSHIP GROUP FOR THE COMING SEASON 1931—1932

"DIRIGIBLE"
Overshadows any other picture ever made!

A Frank Capra Production

Barbara Stanwyck in "Shopworn"

"Vanity Street" by Fannie Hurst

"Love Affair" by Ursula Parrott

"Blonde Baby" with Jean Harlow

Jack Holt in 3 dramas

"The Men In Her Life" by Warner Fabian

2 stories from True Story Magazine

"Then Hell Broke Loose"

"The Substitute Wife" by Frank R. Adams

"The Final Edition"

A Barbara Stanwyck—Frank Capra Production

A Jack Holt—Ralph Graves Production

"Pagan Lady" From Broadway Stage Success

"The Artist's Model" by Rupert Hughes

2 stories by Edgar Wallace

"Gentlemen For Sale"

"The Halfway Girl" by Hawthorne Hurst

"Unwanted" by Bella Muni and Abem Finkel

"The Guilty Generation"
by Jo Milward and James Kerby Hawkes

"Zelda Marsh" by Charles G. Norris

"Hollywood Speaks"

Buck Jones in 8 outdoor productions

Tim McCoy in 8 outdoor productions

Walt Disney's "Mickey Mouse" Cartoons and "Silly Symphony" Cartoons

Bryan Foy's "Monkeyshines"

Walter Futter's "Curiosities"
Produced by Wafilms, Inc.

Walter Futter's "Travelaughs" Dialogue by John P. Medbury. Produced by Wafilms, Inc.

"Bedtime Stories" with Eddie Buzzell

Charles Mintz's "Krazy Kat" Cartoons and "Scrappy" Cartoons

Screen Snapshots

DON'T WAIT—SIGN YOUR C

AGE OF BOX OFFICE

ALL FILM COMPANIES!"



Jones Linick & Schaefer
Theatrical Enterprises
New McVickers Theatre Bldg.
25 W. Madison Street
Chicago

Aaron J. Jones
Peter J. Schaefer
Adolph H. Linick
Phone Central 0944
CABLE ADDRESS: JAYELLS

June 22,
1931.

Columbia Pictures,
729 Seventh Avenue,
New York City.

I am writing you this letter to thank you for the pleasant relations I experienced in conjunction with contracting for the entire 1931-32 Columbia Product for the Woods Theatre, Chicago.

I consider it a privilege and an opportunity to be able to offer your pictures for their first runs in Chicago for the coming year.

The general opinion in the trade, with which I heartily agree, is that Columbia's percentage of box office hits is the largest of all film companies. The only thing I regret is that you will release only twenty-six pictures.

With very best wishes for a most prosperous Columbia year and with best regards to yourself, I remain

Sincerely,

JJJ/S
John J. Jones

COLUMBIA PICTURES
GEMS OF THE SCREEN

UMBIA CONTRACT NOW!

Sullivan Buys Pathe Lineup for Fox Chain

(Continued from page 1)

one star features, six westerns, 139 shorts and Pathe News are included in the deal.

Circuits involved are: Fox West Coast, the Schanberg and Rhoden circuits covering Kansas, Missouri, Iowa, Nebraska and Illinois; the Fox Midwest Circuit, in the Wisconsin territory; the Fox Chicago theatres; the Fox Poli circuit in New England; the Fox Upstate circuit in New York State; and the Fox Metropolitan circuit in Greater New York.

Fox Books Para. For Middle West

Fox theatres in the Midwest will play Paramount's complete line-up of features, shorts and Paramount News, according to deals just closed. Ralph LiBeau, Paramount district manager for Kansas City, St. Louis, Oklahoma City and Des Moines, closed the deal in New York last week. It covers 125 theatres.

PHILADELPHIA—Tony Luchese, local franchise holder for Big 4, has placed that company's third series of westerns with the following theatres:

Grand, Baltimore; Victor, Richmond, Va.; Forest, Conshocken, Pa.; Globe and Victor, Richmond, Va.; Palace, Berwick, Pa.; and Broad St., Harrisburg, Pa.

ATLANTA—New Big 4 sales, closed by Arthur C. Bromberg Attractions out of Atlanta, include:

Columbus, Whiteville, N. C.; Wanoca, Wallace, N. C.; Holly, Mt. Holly, N. C.; Famous, New Orleans; Suzore, Memphis.

DETROIT—Excellent Pictures, local selling unit for Big 4, has sold the following accounts:

Rivoli, Bay City; Colony and Jefferson, Detroit.

LOS ANGELES—Big 4 melodramas, a series of eight, have been sold by All Star Feature Distributors, Inc., to:

Majestic, Santa Monica; Hippodrome, Los Angeles; Mission, Santa Barbara.

KANSAS CITY—Mid-West has sold the third series of Big 4 westerns to the Gem here.

The following booking contracts covering the entire Warner Bros.-First National product for the new season were cleared at home office headquarters yesterday:

California

Post Exchange, Fort McDowell, Capt. G. E. Kalsch; Lyric, Modesto, H. R. Parker; Colfax, Colfax, G. W. Taylor.

Connecticut

New Hamilton, Waterbury, Fred. J. Van Doren; Rialto, New Britain, Maurice Ahlstrom.

Georgia

Golden, La Grange, L. J. Duncan.

Idaho

Rialto, Pocatello, N. B. Grosman.

Indiana

Grand, Gary, City Amuse. Co.

Iowa

Empire, Storm Lake, G. R. Normen; Grand, Knoxville, W. A. Graham; Granada, Webster City; Royal, Spirit Lake; Solon, Spencer; Iowa, Jefferson; Earle, Carroll, Finkelstein Theatre, Inc.

Kansas

Apex, Topeka, B. F. Payne.

Kentucky

Washington, Maysville, J. B. Russell.

Louisiana

Richelieu, Tallulah, W. J. Gilpin; Amite, Amite, V. Currier; Bienvenu, St. Martinville, G. Bienvenu.

Maryland

Palace, Baltimore, Ritz Amuse. Co.; Vilma, Baltimore, Vilma Amuse. Co.; New, Sykesville, H. L. Phelps.

Michigan

Victory, Bay City, Roy Carrow; Republic, Detroit, A. W. Rowland; Lloyd's, Hancock; Lloyd's, Menominee, Ruben Rosenblatt.

Mississippi

Jefferson, Fayette, V. Walker.

Nebraska

Moon, Wilber, Moon Theatre Co.; Douglas, Newman Grove, Douglas Theatre Corp.; Lyric, Atkinson, A. J. Miller.

New Hampshire

Halcyon, Colebrook, W. Buckley.

New Jersey

Center St., Trenton, Hunt's Trenton Theatres Corp.; Crescent, W. Collingswood, Hunt's Theatres Corp.; Casino, Wildwood, Hunt's Theatres Corp.; Palace, Cape May, Hunt's Theatres Corp.

NEW YORK

Strand, Plattsburgh; Rialto, Glens Falls; Capitol, Whitehall; Congress, Saratoga; Rialto, Cohoes; Capitol, Ballston, and State, Mechanicville, William Benton circuit; Grand, Rochester, Schine Theatres, Inc.; Palace, Geneseo, Geneseo Theatre Corp.; Valley, Spring Valley, Spring Valley Theatre Corp.

North Carolina

Wanoca, Wallace, C. F. Candell; Carolina, Hamlet, R. P. Rosser.

Ohio

Capitol, Bellaire, Intersetate Theatres, Inc.

Pennsylvania

Strand, Berwick, A. Hall Ass'n.; Temple, Berwick, Edward Skyrm; New Morley, Athens, A. L. Hewitt; New Empress, Philadelphia, Standard Amuse. Co.

Rhode Island

Central, Westerly, Westerly Theatre Operating Co.

South Carolina

Strand, Walhalla, A. C. Phillips; Marine Barracks, Paris Island, W. J. Green.

Texas

Star, Teague, Mrs. H. H. Covington.

Virginia

Venus, Richmond, Venus Theatres, Inc.; Crewe, Crewe, A. Nally.

Washington

Market, Seattle, R. D. Winkler; Barclay, Leavenworth, A. C. Barclay.

Wisconsin

Al Ringling, Baraboo, C. L. Roser.

Purely Personal

MARK LUESCHER and other RKO officials are enthused over the scheduled appearance Friday on the RKO Theatre of the Air of Phillips Lord. Lord, who is the "Seth Parker" of radio, is going to the Coast to make his debut in films.

FAY WRAY and her husband, John Monk Saunders, are en route to the Coast, where Miss Wray is to appear in retakes of "The Unholy Garden," ordered by Samuel Goldwyn.

LEON ROSENBLATT is not taking a vacation this year although he'd like to take another trip to Switzerland. He made a tour of the Alps about three years ago.

HARRY BUXBAUM is planning to give a house warming shortly to celebrate the new palatial offices he has and the refurbished exchange quarters at Fox.

CHARLIE ROSENZWEIG and brother Joe had an informal conference on Broadway at 46th street yesterday afternoon. It was not business.

RUDOLF SIEBER, husband of Marlene Dietrich, arrived yesterday on the *Bremen* to join his wife and daughter in Hollywood.

EDDIE KLEIN, who goes abroad next week, may go into the producing end as well as representing several distributors.

DAVE LEVY, M-G-M New Jersey manager, is on the road for the first time since he was elevated from salesman.

HALSEY RAINES and Sam Forgotston of M-G-M played tennis the other day and Raines lost both frames.

CRESSON SMITH, RKO Pathe midwestern district manager, is paying a visit to the home office.

NORMA SHEARER and Irving Thalberg, in New York from Europe, leave Friday for the Coast.

L. SNITZER has resigned from Radio to take charge of accessory sales at RKO Pathe.

SIG WITTMAN is a regular visitor at Universal's New York exchange.

"BUY RIGHT—BUT BUY NOW"

Gets $10,000 Award In RKO Damage Suit

CINCINNATI—Judgment of $10,000 has been awarded Blaine E. Lemert in a $25,000 U. S. District court suit against RKO Distributing Corporation for damages claimed to have been sustained by himself and wife when an auto of the company collided with his car Jan. 21, 1930. RKO is appealing the case to the U. S. Circuit Court of Appeals.

"BUY RIGHT—BUT BUY NOW"

Tobis Buffalo House Report Is Scouted

BUFFALO—Reports that Tobis would open a theatre here have no basis so far as Miss Emma Albanalp, secretary of the Buffalo Film Board of Trade, knows. Theatres available include the Hollywood, Shea's Court Street and Gayety.

"BUY RIGHT—BUT BUY NOW"

Newspaper Backs Up Para. in Dreiser Row

SAN FRANCISCO—Commenting on what Paramount did, or is alleged to have done, with Theodore Dreiser's "An American Tragedy," the *San Francisco Chronicle* says that neither Dreiser nor any other author can hope to dictate to show producers. "Authors write for their public—producers have an entirely different type of public to please," the editorial states.

"BUY RIGHT—BUT BUY NOW"

Allport's Job Over

PARIS — Fayette W. Allport, borrowed from the Department of Commerce by the Hays association to handle the quota in France and Germany, has finished his job and returns to the department as commercial

"BUY RIGHT—BUT BUY NOW"

Stromberg Here; Sailing

Hunt Stromberg, M-G-M supervisor, arrived in New York from Hollywood yesterday and sails for a European vacation on the *Bremen* Friday night.

And Now "Tragedy" Will Enter Court

(Continued from page 1)

maxed a long series of squawks by serving the complaint in a suit to be filed in Supreme Court at White Plains to prevent showing of the picture, which is scheduled for an early premiere at the Criterion, New York.

Dreiser terms the film "an utter misrepresentation and libelous distortion of what I wrote" and says its presentation not only will cause him great anguish of mind, "but irreparable injury in the damage caused to his reputation in public esteem."

He claims the characters have been distorted, that the trial scene is not in accurate conformity with court practice and that, whereas the book was an indictment of the American social system, the picture has no such significance.

"The inevitability of human acts resulting from the heredity, background and bringing up of individuals is a subject worthy of portrayal. It is said that 'An American Tragedy' has succeeded in presenting the life of a real human being and has made clear the motives which actuated him," asserts Dreiser.

"I would not have put my name or devoted my efforts to telling merely a murder story. And yet this is what the defendant has portrayed.

"As stated, there was a distinct understanding that the picture would properly represent the novel. In addition, I am advised that where an author sells one thing a purchaser has no right to present something entirely different."

Exhibition of the film in its present form, Dreiser says, "would be a fraud not only on me but on the public."

About Von Sternberg

Dreiser has been "letting Paramount have it" for some time, exhibits attached to the suit show. For instance, here is what he has to say about Josef Von Sternberg, director of the picture, in a letter to Jesse L. Lasky:

"Personally, I do not sense the mental equipment which permits him to criticize me. So far, if my knowledge is correct, he has produced one successful picture, which chances to carry a star which would make any picture successful. From that, he proceeds apparently to the assumption that he personally, in Hollywood, is prepared to arrange and embellish the literary achievements of the world. I doubt it."

Samuel Hoffenstein, author of the script, also was put on the pan by Dreiser after explaining why he had been unable to consult Dreiser in preparation of the script. Dreiser wrote:

"Your telegram of the 17th is the usual Hollywood swill and bunk. Sorry to see your name attached." After Dreiser had seen the script, he wrote, "to me it is nothing less than an insult to the book—its scope, actions, emotions and psychology."

Dreiser yesterday was granted a temporary injunction returnable July 22.

Charles McCarthy when reached at his home last night had nothing to say about the Dreiser suit.

"I made the most out of Universal Pictures"

PERFECT SCREEN AND STAGE PRESENTATIONS

BROADWAY THEATRE

BROADWAY NR. JEFFERSON

BUFFALO, N. Y.

JEFFERSON 4934

BEE TEE AMUSEMENT CORP.

J U N E
Seventeenth
1 9 3 1

JUN 20 1931

My dear Mr. Miller:-

While it is extremely unusual, I cannot refrain from commenting on the results we have obtained with UNIVERSAL PICTURES as compared with all the other product we played last season. You will remember the difficulty we had in getting together, due to the difference in price and the reluctance with which we signed your deal. In fact it was only because we wanted ALL QUIET and KING OF JAZZ that we purchased the balance of the contract at all. Imagine our surprise when a final analysis proves that we made more money, picture for picture, on the UNIVERSAL LINE UP than that of any other distributor.

FREE LOVE, CAT CREEPS, LITTLE ACCIDENT, DRACULA, COHENS AND KELLYS IN AFRICA and LADY SURRENDERS all did exceptionally fine business for us.

If UNIVERSAL can keep up this pace, turning out productions that will do what these pictures have done for us, your local representative will find a ready listener on his next visit to us.

I want to thank you for insisting that I sign up last year even though I thought that we had over paid you right straight down the line.

Kindest regards.

Very truly yours,

B. H. Wallerstein

BEE TEE AMUSEMENT CORP.

BHW:CO

"Universal pictures as a whole were superior to the standard set by any other company."

Joseph S. Price
Eagle Theatre
Philadelphia, Pa

"Your product, both features and shorts, has more than lived up to our expectations."

Dan Carrothers
Hermosa Theatre
Hermosa Beach, Calif.

"Universal has been the backbone of our program and showed a greater net than similar type pictures exhibited."

A. F. Minor, Mgr.
Lama Theatre Co.
Burbank, Calif.

"More box office pictures in your product than any product I purchased."

Amendola Theatre
Niagara Falls, N. Y.

Ride with a Winner!

Blind Buying Hit as Danger By Lichtman

(Continued from page 1)

than we can afford to mislead him with enthusiasm over pictures which we ourselves have not even seen."

In line with this platform, Lichtman has organized an exhibitors' service denartment designed to back up each U.A. picture with a complete campaign in every theatre in which they are shown. Each release will be accompanied by a "well-rounded campaign, one which will sell productions from every angle, including national stunts and tie-ups and every other aid imaginable."

At the head of this department is Hal Horne, veteran exhibitor and exploiteer who recently became advertising and publicity director of the company. Ten field men will have headquarters in the principal key cities of the country to execute these campaigns. Not only will they cooperate with theatre owners, but they will also arm the entire crew of United Artists salesmen with similar material with which to aid exhibitors in every town and city in the country, Lichtman promises.

"BUY RIGHT—BUT BUY NOW"

Paramount Ally to Start Television

Columbia Broadcasting System, in which Paramount has a 50 per cent interest next Tuesday will begin television broadcasts in New York. Eighty-four stations linked to WABC will receive the broadcast. This will be New York's sixth television station.

"BUY RIGHT—BUT BUY NOW"

Buy Huston Vehicle

HOLLYWOOD—Universal has purchased "Heart and Hand" by Olive Eden as a vehicle for Walter Huston. His son, John Huston, will adapt it.

"BUY RIGHT—BUT BUY NOW"

Wallace Directs Ruth

HOLLYWOOD—Richard Wallace is to direct Ruth Chatterton for the second time, Paramount having assigned him to megaphone "Tomorrow and Tomorrow."

Aha!

Hollywood — Sam Goldwyn, the other day, said Ina Claire won't do "The Greeks Had a Word for It" because he thought she should play more "emotional" parts.

Says Florabel Muir, well known columnist who is now writing daily and exclusively on the Coast for *The Hollywood Herald*:

"Ina Claire did not reject 'Greeks' because of aspirations to be a dramatic actress but because she can't see herself playing second fiddle to Lowell Sherman as actor-director. Ina is the smartest comedienne we have and is quite content, thanks, with no yearning to be an emoter."

Looking 'Em Over

"Bought"

(Warners)

HOLLYWOOD — Constance Bennett's dramatic work won her considerable applause at the preview of her latest film and from indications she is sure to add a new list of followers to her standard.

As Stephanie Dale she longs for the better things in life and seeks to associate herself with the cultured, refined and wealthy. Believing that her parents were never wedded, she divorces herself from the drudgery and commonplace existence to make the best of life. She meets Ben Lyon, a struggling novelist, but gives him up for Meyer (Richard Bennett), owner of a group of gown shops and with a predeliction for music and literature.

Through Meyer she meets a playboy and marries him for the better things he can provide, but it is shortly that she realizes that money cannot buy intellect and kills the romance by disclosing her past. The climax to her alleged illegitimate birth comes when she goes to the bedside of Meyer, who is ill and he reveals that he is her father. Richard Bennett's performance was well received as was that of Lyon and Raymond Millard.

"Rider of the Cactus"

(Big 4)

Plenty of outdoor action in this western despite triteness of fabric. Wally Wales, the hero, is supported by a cast that rounds out a nice performance, among those being Buzz Barton and Lorraine LaVal. The story has to do with a stranger falling for the ingenue and her mother, visitors in the cactus country, and inadvertently becoming heir to a box with a secret map with its description to the place of hidden treasures. An outlaw learns of the treasure and goes the limit to get possession of the map. The wind-up, of course, shows him getting the worst of it and the lovers strolling up the primrose path. There are some novel touches such as the Latin inscriptions on the map and the method of transporting men under covers thrown over the donkeys' back when it looks like a battle in the open. David Kirkland managed to get in plenty of the cactus country scenery in directing this one.

Shorts

"Making 'Em Love"

(RKO Pathe)

Usual Aesop Fable animated cartoon stuff. The sponsors probably have run out of ideas. This one deals with the making of animated cartoons which may garner a few laughs and then again it may not. Running time, 9 minutes.

'The Lone Starve Ranger'

(Radio)

Roscoe Ates, stuttering as usual, managed to garner a couple of laughs at the Mayfair, New York, where this one was caught yesterday. He's a starving stranger in quest of food, but he gets everything else instead. How he gets a job as a barber, then is appointed sheriff and later captures Rattle Snake Pete for the $500 reward is good for as many laughs that the Broadway audience lets loose. There's no leading lady to intrude in the action. Running time, 20 minutes.

"Whippet Racing"

(M-G-M)

HOLLYWOOD—A Carthay Circle audience went for "Whippet Racing" in a big way. This short, directed by Ward Wing with running dialogue by Pete Smith, traces the training of racing whippets and ends with a real thriller in the form of an actual race. Smith's wise-cracking dialogue went over with a bang with the paying public the night this was caught.

"The Messenger Boy"

(RKO Pathe)

Benny Rubin takes about half of the footage to get into action—but once he sets a pace he is really funny. The initial half dealing with the pranks of the kid Rubin has been assigned to take care of is just fair, but the sequences when he goes into a masquerade as an Apache dancer will crack a laugh out of a frozen Scotsman. Running time, 22 minutes.

"BUY RIGHT—BUT BUY NOW"

Florida Legislature Proposes 5 and 10 Tax

TAMPA—A proposed tax on so-called "luxuries," including a tax on theatre admissions, which would add 5 cents to all tickets selling up to 25 cents and 10 cents on all over 25 cents and up to $1, with 10 per cent on all over that amount, was the opening gun of the second extra session of the Florida legislature.

On top of this wallop in the House, Senator Parker came to bat in the Senate with an amusement tax. The Senator hadn't heard about that 5 cents on all tickets up to 25 cents, or may be he had a heart, for his bill would only sock 10 per cent onto all tickets selling for 25 cents or more. Thirty Senate bills were introduced the first day in the second extra session and ten of these were for new revenue.

"BUY RIGHT—BUT BUY NOW"

Honor Ike Martin

CINCINNATI—Honoring the memory of the late Colonel Ike Martin, founder and for many years generalissimo at Chester Park, but later executive head of the Orpheum Theatre, a bronze tablet has been erected at the park. The unveiling was a civic affair attended by city and country officials, newspapermen, theatre managers and hundreds of friends of the colonel.

"BUY RIGHT—BUT BUY NOW"

North Appointed

CHICAGO — Tom North, formerly Van Beuren Chicago representative, has been appointed central district manager of Talking Picture Epics, succeeding Tom McLaughlin. District offices are located in the Universal building here.

Exhibs Fear Walkout in Chi Houses

(Continued from page 1)

in the booth and four others are reported considering a similar policy. The wisdom of the move is questioned here in the light of threat of a general walkout.

Jack Miller, president of the Chicago exhibitor unit; Walter Immerman, district manager of Publix and Barney Balaban, secretary of Publix-Balaban & Katz, were circuit executives called to testify in the probe, which heretofore has depended solely upon independents for testimony.

The grand jurors will question the circuit officials in an effort to determine whether the Chicago Operators' Union was accorded support of any kind by circuits which permitted or aided the union in maintaining two men in projection booths and perpetuating a high wage scale, or enforcing any other regulations which acted to the detriment of circuit competition, particularly among small, independent theatres. Complete office files and records of both the Publix-Balaban & Katz Corp. and the Exhibitors' Association, dating back to 1926, were seized early in the week by raiding squads attached to the state's attorney's office and are being examined for evidence of any payments made the union or to union officials.

The state's attorney's office has accorded police protection to prominent independent theatre leaders who have been identified with the investigation, and protection has also been accorded the homes and theatre properties of several of these individuals. This precaution has been taken in spite of the denials of independent leaders that they had any part in originating the investigation.

Assistant State's Attorney Charles Bellows states that he is confident that indictments will be returned.

"BUY RIGHT—BUT BUY NOW"

Photophone Showing

RCA Photophone today will demonstrate what is said to be its best example of recording when a film is shown presenting the choir of the Mormon Tabernacle in Salt Lake City. The film was shown at the convention of the Society of Motion Picture Engineers in Los Angeles. Today's showing is at the Photophone home office at 3 P.M.

"BUY RIGHT—BUT BUY NOW"

Optimism Note

NEW ORLEANS—To date no houses in the suburbs have closed due to bad business. On the contrary, business has improved, owing to excellent programs presented, and in the downtown section cooling systems have invited better patronage than in the past.

"BUY RIGHT—BUT BUY NOW"

M-G-M Drops Two

HOLLYWOOD—Two players have been dropped by M-G-M, options on two extended and another signed. The two to be released are Paul Morgan and Lester Vail while Charles Boyer and Madge Evans will continue for an indefinite period. Astrid Alwynn has been added to the company's roster.

N.Y.CriticsHail PeggyShannon As Film Find

For her first major picture, "The Secret Call," now current at the Paramount in New York, Peggy Shannon gets a real critics' break. Several of the New York reviewers don't throw raves about her vehicle, but practically all of them like Miss Shannon.

Regina Crewe, in the *American* said:

"Peggy Shannon proves a provocative youngster—a clever little player whose features somehow seem a composite of several different favorites. Her personality fails to blaze in this one, yet she contributes a fine technical performance. We wish her well and believe that with experience in fast company she will blossom to full bloom."

Bland Johaneson, writing in the *Daily Mirror,* had this to say:

"She is young, trim and fetching. Her face is not that of just a sappy ingenue and her personality is potently appealing. Her present vehicle, however, leaves something to be desired."

Kate Cameron, of the *Daily News,* after declaring Peggy Shannon as the player much publicized as "the probable successor of Clara Bow," has this to say:

"She is not a bit like Clara Bow, except that she is red-headed. She hasn't Clara's vivacity, but she has something that Clara lacks in talent for dramatic acting. She has beauty, charm and an assurance not often possessed by inexperienced screen players."

Pare Lorentz, in the *Evening Journal*:

"* * * The loveliness, grace and unusual voice of Miss Shannon make the 'Secret Call' an exceptional movie."

John S. Cohen, Jr., in the *Sun*:

"As for Miss Shannon, she is still another pretty girl. Her face, too, is a bit stronger than that of most of the ingenue visages and she has a definitely alluring screen presence. Here she occasionally doesn't seem quite certain of herself, but it usually does take a girl at least three pictures before she can really thumb her nose at a microphone."

"L. M.," in the *Times*:

"Miss Shannon is attractive, but the 'Secret Call' does not present many situations calling for much more than a gentle stroll through its various sequences."

William Boehnel, in the *World-Telegram*:

"As for the new star, she seems to be an attractive enough young woman who, in her first screen effort, doesn't display any signs of ability remarkable enough to warrant immediate stardom. But then it may be that so feeble a story as the 'Secret Call' would be an unsurmountable handicap for any player and that given the proper material, Paramount's faith in her will be justified."

Julia Shawell, in the *Graphic*:

"Miss Shannon has a charming voice and appears at ease before the cameras. She isn't particularly beautiful, but she looks like excellent material for future leading roles."

Richard Watts, Jr., in the *Herald-Tribune*:

"* * * But even if she doesn't manage the part with any tremendous distinction, she is a likeable and attractive girl who possesses a certain prettiness that is earnest and straightforward."

Al Sherman, in the *Morning Telegraph*:

"But in the cast itself the outstanding figure is Peggy Shannon, a newcomer to the screen and the girl who was widely heralded several weeks back as the logical successor to Clara Bow. Miss Shannon has too much potential dramatic ability to be foisted on to a throne which is supported by a claim of alleged sex appeal.*** Rather than antagonize any Clara Bow fans by arbitrarily selecting a successor to the 'It' girl, let the Paramount powers that be, allow Miss Shannon to prove herself—as she has in the 'Secret Call'—solely through her own native intelligence and dramatic ability, fostered, as I said before, by proper casting and attraction."

Thornton Delehanty, in the *Evening Post*:

"Miss Shannon isn't an impressive actress, but she is nice to look at and that is about all that is required of her in the part, except that it would have helped if she had mastered a little variety in her vocal inflections."

Star Dust

PEGGY SHANNON, billed at the Paramount here in New York as the star "you'll go wild about," makes a favorable, but hardly startling, impression in "The Secret Call." In fairness to her, and to whatever histrionic capabilities that may lie dormant in this new player, however, it should be pointed out at once that her debut material is largely to blame. In "The Secret Call" Miss Shannon has little chance to display real ability, provided such ability is hers.

This young woman has an asset in a voice which is vibrant, low and resonant. Also she is attractive; particularly so when photographed full face and somewhat less so when shot in profile. We should like to see her in a role that makes demands on the emotional scale. It will then be more fair to judge.

KANN

Schulberg, Selznick Still Talking About It

(*Continued from page* 1)

in the four figure class every week are continuing.

It is reported that Selznick plans to produce independently. He is also a son-in-law of Louis B. Mayer, final "M" of M-G-M.

Florabel Muir, writing from Hollywood in the *New York Daily News,* has this to say about the Selznick-Schulberg matter:

"Schulberg and Selznick have been 'round and 'round, as the fellers say, many a time during their Paramount association. There was, for example, the little matter of 'The Street of Chance,' Oliver Garrett's original film with the Rothstein background. Schulberg scoffed at this one and then went to Europe, returning to discover that under the supervision of his young assistant, Selznick, it had skyrocketed up to become the big bang of Paramount's year.

"David and Jonathan bore mutual hate in comparison with the fraternal devotion of David and Myron, and it may be that the loathing for agentry entertained by Messrs. Schulberg and Mike Levee, Gold Dust twins of Paramount, may have precipitated the row with David."

Myron Selznick, brother to David, is head of the Selznick-Joyce agency, Hollywood's biggest.

"BUY RIGHT—BUT BUY NOW"

Deny Hoffman Report

I. J. Hoffman is not going to resign zone manager of the Warner chain of theatres in New England. The report which had Hoffman leaving his present position at the expiration of his contract in the fall was characterized in the Warner offices yesterday as "unadulterated bunk."

Tiffany Keeps Own Identity; Saal Gen. Mgr.

(*Continued from page* 1)

building up a force to assist him in this work.

Cook asserted that Tiffany has obtained sufficient capital, principally from a Detroit banker, to enable it to carry out the most ambitious production schedule it has attempted, and, while he declared that Educational has no interest in Tiffany in any respect, he admitted that it had loaned a sum to his company to carry out its present program. Educational, likewise, he said, will have the privilege of putting its okay on pictures to be produced. Otherwise, Tiffany is a distinct entity.

The statement disposes of reports that Earle W. Hammons has bought the company. Cook declared flatly that Hammons has no interest in any way in Tiffany. L. A. Young will remain in the company and it will be managed by its present board of trustees, to which Saal will be added. The executive committee is composed of Young, Cook and Saal. Phil Goldstone will remain in charge of production "indefinitely," it was said.

Educ'l Chiefs Off For Chi Convention

Informal meetings yesterday wound up Educational's three-day sales convention at the Astor. In the afternoon, the following left for Chicago where, at the Congress, the Mid-Western meeting gets under way today:

E. W. Hammons, President; Burt Kelly, assistant to the president; Stanley W. Hatch, general sales manager; Budd Rogers, feature sales manager; Harvey Day, field manager; Gordon S. White, director of advertising and publicity; Reginald W. Wilson, in charge of sales promotion; Arthur Lucas, Southern division manager; Bill Saal, A. L. Young's representative and G. Clifton Reid, producer of Educational-William J. Burns Detective Mysteries.

Branch managers to attend include Max Stahl, Chicago; M. H. Starr, Detroit; H. C. Dressendorfer, Indianapolis; O. S. Barnett, Louisville, J. L. Winn, St. Louis; W. O. Galloway, Des Moines; J. A. Harris, Milwaukee; H. B. Johnson, Minneapolis; N. P. Eberley, New Orleans.

"BUY RIGHT—BUT BUY NOW"

Frisco House Dark on Creditors' Pressure

SAN FRANCISCO—Although Otto Lochbaum says that the house would have been out of the red in 30 days, the second run Union Square has closed after three years. Lochbaum says that pressure of the firm's largest creditor caused it to go dark. O. M. Larsen is a partner in the enterprise.

"BUY RIGHT—BUT BUY NOW"

Heads Montana Unit

BUTTE—J. A. Billings, Anaconda showman, now is president of the Montana exhibitor association, a unit of Allied.

Publix Steps Out of Theatre Field in West

(*Continued from page* 1)

company's product must play its namesake theatre.

This is the house kept out of the leasing agreement closed months ago whereby all of Publix houses along the coast were turned over to Fox for operation. Considered important for studio morale purposes, the Paramount here was continued under Sam Katz's management.

BUFFALO — Theatre "swapping," discussed informally by the heads of the five major circuits, may take concrete form here in the passing of Loew's from the Buffalo exhibition field under a deal which will vest operation of the Great Lakes in Publix and Mike Shea.

Sam Katz could not be reached last night for a statement.

Para. 3-Month Net Over Dividend Rate

(*Continued from page* 1)

on 3,178,312 shares outstanding and covers the regular quarter dividend of 65 cents. The estimate compares with net of $3,600,000 for the corresponding period last year, or $1.21 a share on 2,972,742 shares.

The estimated six months net is $5,740,000, or $1.81 a share, compared with $8,434,000, or $2.98 a share, in the first half of last year.

"BUY RIGHT—BUT BUY NOW"

Lightman at Carolina Meeting on Monday

M. A. Lightman, M. P. T. O. A. president, leaves this week-end for Wrightsville Beach, N. C., where he is to be a principal speaker at the convention of the North and South Carolina exhibitor unit, headed by Charles W. Picquet. Headquarters will be at the Oceanic Hotel.

"BUY RIGHT—BUT BUY NOW"

Griffith's "Hearts of World" to Be Revived

"Hearts of the World" is to be the next of the D. W. Griffith revivals to be synchronized. A. Griffith Grey is handling production and distribution of the Griffith films. His firm now is distributing the synchronized version of "Way Down East."

"BUY RIGHT—BUT BUY NOW"

Junior in "Seventeen"

HOLLYWOOD—Paramount will cast Junior Durkin in Booth Tarkington's "Seventeen," instead of Jackie Coogan. Stuart Walker will direct.

"BUY RIGHT—BUT BUY NOW"

McNeil Returning

SAN FRANCISCO—Robert A. McNeil, general manager of the Golden State Theatre Corp., will return July 28 from his vacation tour of the Orient.

"BUY RIGHT—BUT BUY NOW"

St. Clair Assigned

HOLLYWOOD—Columbia has signed Mal St. Clair to direct "The Men in Her Life."



HAVE FELIX, BILL, TOM & EDDIE GONE NUTS?

No, dear reader, Felix F. Feist, Bill Rodgers, Tom Connors, Eddie Saunders have just seen two (count 'em) New M-G-M pictures that climax the greatest season of M-G-M history—The hell with hot weather!



Those Gals

DRESSLER MORAN *in* POLITICS

Better than "Caught Short" and "Reducing" rolled into one! Honestly!



THE GREAT LOVER

ADOLPHE MENJOU and IRENE DUNNE are superb! It is one of the greatest pictures ever made! You'll agree!

METRO-GOLDWYN-MAYER

Elected again for 1931-32!

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 40 NEW YORK, FRIDAY, JULY 17, 1931 TEN CENTS

Union Heads and Miller Indicted in Chi Probe

Finance Crisis Fails to Harm German Trade

Business Continues Along Normal Lines

BERLIN — Germany's dire financial condition has to date left little visible impress on the film industry here.

Attendance at theatres is good and, in production and distribution, a check-up demonstrates that business is proceeding normally.

As a matter of fact, the national economic dirge is not expected by the trade in Berlin to leave any immediate mark in the picture business at this time. The future, like all futures, is another story.

Trade Here Undisturbed Over German Depression

Export managers in New York are watching German developments closely, but little upset is noticeable in the trade over the situation.

Chief factor in this attitude is the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Clara's Going to Be Works in New Deal

HOLLYWOOD—Clara Bow is going to be "It" in any new deal she makes, take it from her manager, George Frank. Clara is going to be the works, make no mistake about that, under terms of the dictum outlined.

To begin with, she won't sign a term contract with any company and

(*Continued on page 2*)

"Lousy" Not Libel

A much-used film adjective was cleared judicially yesterday when Justice Peter Schmuck of the New York Supreme Court ruled that statement that a person is "lousy" in his engagements and endeavors, "meaning that his efforts are not commendable but are rather inferior and subject to unfavorable criticism" is not libel.

Justice Schmuck so ruled in dismissing suit for $150,000 damages brought by the Shuberts against "Life," humorous weekly. The publication had used the word "lousy" in connection with the Shubert family.

Coast on Its Toes, Says Laemmle



CARL LAEMMLE

Fast on the heels of Charles C. Pettijohn's observation that the studios are concentrating on pictures as never before, comes Carl Laemmle, just in from the Coast. Said he to a *Motion Picture Daily* reporter yesterday:

"Hollywood understands that it is now up to the studio. All lots are working harder, longer and more seriously on fall product than in any other period that I can recall.

"The studios know there is no way out; that it's up to them to deliver not good pictures, but real pictures, because the realization exists that this must be done to survive."

Big Executives Quietly Discuss New Contract

Quietly and with no fanfare of trumpets, industry executives are reported conferring in an effort to reach a joint decision regarding the uniform contract, discussed, drawn up and approved by the M. P. T. O. A., Allied and distributors as the triumvirate who constituted the 5-5-5 personnel.

It is understood an important meeting was held yesterday to discuss the intimated approval of the contract form which M. A. Lightman has obtained from Assistant Attorney Gen-

(*Continued on page 2*)

Can Drop RCA Service After Two Years Now

The 10 year service feature included in early contracts for RCA Photophone reproducers is being reduced to two years with options resting with the exhibitor. The move, brought about through efforts by M. A. Lightman, president of the M. P. T. O. A., makes the service phase of Photophone contracts identical in all agreements, reduces the dollars-and-cents cost to exhibitors and is expected to bring relief, long-sought after relief, to theatre operators.

Photophone's contracts on its new

(*Continued on page 6*)

Unit System Called for In Directors' Guild Idea

Return of the unit system of production as opposed to mass production, so-called, advocated by Cecil B. DeMille in a recent exclusive interview with MOTION PICTURE DAILY may be undertaken following return of the director from Russia late in fall.

The plan, said to be under discussion for months, calls for Directors' Guild, to function similarly to the former Associated Producers. No announcement has been made for there are many details to be ironed out, a major one of which is financing.

In addition to DeMille, members proposed for the firm are Lewis Milestone, King Vidor, Frank Borzage and Harry D'Abbie D'Arrast. DeMille now is free from any contract, Borzage has one more to make for Fox, Milestone one for Hughes and Vidor two for M-G-M.

Racketeering Charges Bring Five Counts Of Conspiracy

CHICAGO—Specifying five counts, each which on conviction carries a penalty of one to five years, true bills have been voted by the Cook County Grand Jury and indictments charging conspiracy against Tom Maloy and four other officers of the operators' union; also his brother, Joe Maloy, head of the operators' licensing bureau, and Jack Miller, president of the Exhibitors' Association of Chicago. Bond of $10,000 was set on each count with criminal court hearings to begin early next month.

Union officers named besides Maloy are Tom Reynolds, president; Ralph O'Hara, operators' union organizer, business agent of the theatrical janitors' union and Maloy's bodyguard; Frank Clifford, Maloy's assistant business agent, and Emmett Quinn, union steward.

The indictments charge conspiracy to obtain money under false pre-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Derr Dickers for Pathe Settlement

Settlement of differences between E. B. Derr, former president of Pathe, and the company, are under discussion on the Coast. This is forestalling reported plan of Derr to file suit against the company.

"BUY RIGHT—BUT BUY NOW"

David Selznick Plans To Produce on Own

HOLLYWOOD—David Selznick has received his unconditional release from Paramount. He plans to produce independently.

The Opposition

Phil Reisman, working out a large circuit deal for Universal product yesterday, had a tough time trying to think because, outside of his window in the Heckscher Building, day laborers were tearing up the pavement.

"I know," he said, "that's that crowd trying to make me go haywire."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 17, 1931 No. 40

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Clear and Direct

CAUGHT on the run, with Bob Rubin waiting to deliver him to the M-G-M office yesterday morning, Irving Thalberg said a mouthful in exactly fourteen words:

"Why should there be any spring, summer, fall or winter in the picture business?

We echo the thought, why?

DESPITE a drop in grosses during the warm weather, it is nevertheless fact that the exhibition business is geared to operate, and does, on a 52-week year basis. It is simple deduction to draw the conclusion that business can be maintained on something approximating an even keel only if the flow of good product continues without interruption and with total disregard for seasons.

Thalberg recognizes this, but we speculate over how many distributors feel the same way about it.

OPINION varies over whether or not distributors still deliberately hold back box-office cards during the hot weather on the general theory that nothing will drag the public into theatres in the summer.

There is more than a suspicion in our minds that several, at least, are doing that very thing. The practice should be discouraged, in any season and, more particularly in this, when the public continues to yell to the skies over the mediocrity of current output.

If distributors continue to want their end of percentage deals, it is very directly their obligation to see that exhibitors are supplied the film that will roll up grosses.

That's very obvious, isn't it?

KANN

Purely Personal

MAJOR and MRS. ALBERT WARNER won the cup for low score in the second annual ball-and-chain golf tournament held Wednesday at the Pine Cress Country Club in Westchester. The tournament was only for residents of Westchester and all entries had to be married to each other and had to play as partners—but didn't have to speak to one another. That's the gag.

PAUL AND MRS BURGER copped the runner up prize for low net. Paul did more kidding than playing, according to those present.

MR. and MRS. HARRY CHARNAS took a prize for all their efforts. Yeah, the booby prize.

MR. AND MRS. HARRY WARNER, Mr. and Mrs. Al Lichtman, Mr. and Mrs. Ben Goetz, Mr. and Mrs. Arthur Stebbins were also among the 20 couples playing.

MR. AND MRS. HARRY GOETZ of Publix also scored in the runner up for low net.

ARTIE STEBBINS was master of ceremonies at the banquet that night, but he was pretty careful of what he said. The missus was along.

AL LEWIS, scenario editor for Fox, and Richard Carroll, his assistant, left for Hollywood yesterday.

HAROLD B. FRANKLIN has left for the Coast. He was in New York exactly three days.

RUDOLPH SIEBER joins Marlene Dietrich in Hollywood in a few days. Why not? He's Marlene's husband.

Fox Asks for Mitchell Books in Delaware

WILMINGTON — William Fox has filed a petition for a writ of mandamus for permission to examine the books of the Mitchell Camera Corporation, a Delaware concern, in the office of Pronthonotary Harvey Hoffecker. The petition was filed by the State of Delaware on motion of Fox by former Judge Hugh M. Morris, who represents the petitioner.

The petitioner states that he has been a director of the camera company for the past three years and wants to examine the books and records.

The answer of the defendant concern is expected to be filed on or before July 27.

"BUY RIGHT—BUT BUY NOW"

Hedda Hopping On Sylvia's "Slander"

HOLLYWOOD—Florabel Muir in the *Hollywood Herald* says that Hedda Hopper is peeved at Sylvia because of the *Liberty* stories and is writing a comeback for Hollywood defense. Hedda says "my pen is tipped with fire and dipped in vinegar."

Hedda claims to have introduced Sylvia to the Coast fraternity and says:

"Sylvia has treated Hollywood and everyone in it shamefully. I introduced her here and got her started. She owes it to those who have stood by her at least to tell the truth and truth is quality totally strange to what I have read."

Hedda took a slam at Jimmy Whittaker, Sylvia's ghost writer, for what he said about his former wife for being ten pounds over weight.

"BUY RIGHT—BUT BUY NOW"

Executives Quietly Discuss Contract

(*Continued from page* 1)

eral John Lord O'Brian in Washington.

In the meantime, distributors are using various forms of contracts in their new selling season campaign.

"BUY RIGHT—BUT BUY NOW"

Remick Dies

DETROIT—Jerome H. Remick, for years president of the music publishing firm which bore his name, died here after a long illness. He was 61. His firm was sold in 1928.

Entire Stock Market Rallies

	High	Low	Close	Net Change	Sales
Eastman Kodak	146	140¼	146	+6¼	4,200
Fox Film "A"	16	15½	16	+ ½	5,200
General Theatre Equipment, new	4	3⅞	3⅞	+ ⅛	1,300
Loew's, Inc.	44	41⅝	43⅞	+1½	4,200
Paramount Publix	24⅝	23	24⅝	+1⅜	6,600
Pathe Exchange	1⅞	1⅝	1⅝	+ ⅛	1,700
Pathe Exchange "A"	7½	6¾	7	+ ¾	1,300
RKO	14⅜	13½	14⅜	+ ¾	5,600
Warner Bros.	6⅞	6⅜	6¾	+ ¼	6,200

Curb Issues Also Advance

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅝	2½	2½	.....	3,000
General Theatre Equipment pfd	7¼	7	7¼	+ ¼	400
Sentry Safety Control	1	1	1	.....	100
Technicolor	6	6	6	.....	100
Trans Lux	5⅝	5½	5½	+ ⅛	200

Bond List Irregular; P. F. L. Off 3

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	34½	34	34½	— ½	5
Keith, B. F., 6s '46	69½	69½	69½	— ¼	2
Loew's 6s '41 ex war	99	98⅛	98⅛	.....	5
Paramount Broadway 5½s '51	103	102	103	+1	15
Paramount F. L. 6s '47	89⅛	87	87	—3	15
Paramount Publix 5½s, '50	79¼	78½	79¼	— ¾	22
Pathe 7s '37 ww	92½	92	92½	.....	15
Warner Bros. 6s '39 wd	40	40	40	.....	31



Joe Brandt for his strong stand against salary reductions.

Finance Crisis Fails to Harm German Trade

(*Continued from page* 1)

course of American talkers in Germany thus far. With rare exceptions, dialogue pictures have not clicked, this applying naturally to original versions in English, but to German versions of American talkers as well.

The "kontingent" situation, which has proved disturbing in the other years, is considered to be generally well in hand. Paramount and M-G-M, for instance, are understood to have more permits on hand than either company can use.

"BUY RIGHT—BUT BUY NOW"

Clara's Going to Be Works in New Deal

(*Continued from page* 1)

will work on a per picture basis. She will make two, or not more than three, pictures yearly, will insist on a voice in the selection of stories and won't consent for a minute to any undraping for lewd or nude effect. She also intends to select her own directors and casts. She may agree to work for several companies provided there is a guarantee and split.

Just to prove her independence, Clara has turned down a "money no object" offer from Florenz Ziegfeld, and failed to give Jack Cohn a tumble when he raised the ante on his previous bid of $5,000 weekly to bring Clara into the Columbia field. Cohn offered "anything within reason" but Clara didn't budge. She says she has no interest in the stage or anything else except pictures, and that M-G-M and Universal are after her services. Clara admits she is a big asset and "intends to get her full share."

P. S.—Clara says she will return to the screen Oct. 1.

"BUY RIGHT—BUT BUY NOW"

Thalberg Leaves Sunday

Irving Thalberg told a MOTION PICTURE DAILY reporter yesterday he will leave New York for Hollywood on Sunday.

"BUY RIGHT—BUT BUY NOW"

Off for Europe

Jack L. Warner and his family and Hunt Stromberg and his family sail on the *Bremen* tonight.

"BUY RIGHT—BUT BUY NOW"

Hatrick in L. A.

HOLLYWOOD—E. B. Hatrick, general manager of the Hearst film interests, is in from New York.

"BUY RIGHT—BUT BUY NOW"

Ennis Joins Columbia

Bert Ennis yesterday joined Columbia as exploitation manager.

"PARDON MY VERNACULAR"

SAID THE SALESMAN TO THE EXHIBITOR

CONSTANCE BENNETT

THE COMMON LAW



Connie Bennett and Lew Cody are painting Paris pink. Lew keeps the joy joints working overtime.

Connie gets tired waiting for Lew to keep a date with the preacher and leaves him flat.

Joel McCrea is an artist. He's painting old Mother Eve and needs a good model bad.

Connie, down to her last dime, asks for the job. Covered with blushes she poses. P. S.—She gets the job.



Joel works fast on the painting. And faster on Connie. Two weeks later she's fixing his breakfasts for him.

They throw a little party. A Spaniard makes a play for Connie. When she gives him thatta, he spills the beans about Lew Cody. Joel steams, Connie walks.



He catches up with her a month later at the Art Students' Ball. It's the big night in Paree, where everybody comes and everything goes.

Connie is with the Spaniard. Joel declares war on Spain and busts up the ball.

Joel wants to marry her. Connie proposes trial marriage. "I don't care what people say, just so you keep on saying you love me."

His aristocratic sister has been hearing things. She gets him back to America on a phony excuse. And Connie after him.



Sister throws a big yachting party. And "innocently" invites Lew Cody as one of the guests.

Sister is out to make a sucker of Connie. Lew makes a play for her all over again. Joel gets jealous. Connie gets sore. Sister pats herself on the back.



Joel socks Lew, grabs Connie, and they hop off for that dear Paree, stopping only long enough to get a squad of preachers to tie the knot good and tight.

Robert W. Chambers knows that the ladies love love stories. He gave them more than their money's worth in THE COMMON LAW.

So did Connie. By the time she walks into that studio and proves that the French models have nothing on her, she owes the customers nothing. They really ought to pay another admission to see the rest of the picture.

Charlie Rogers has handed exhibitors one of those box-office naturals. It opens today, RKO Mayfair, New York.



RKO Pathe's Old Fightin' Cock has something to crow about in this one.

RKO PATHÉ



This advertisement is the fourth of a series on success in the picture industry

a victor over adversity

MR. GEORGE EASTMAN, *through the making of film, is one of the fathers of this motion picture industry. Most all the luck he ever had was bad, and all the breaks he ever got were against him. Perhaps that is why he has built one of the world's greatest industrial institutions and fortunes beyond the dreams of any dreamer about "luck and breaks." He spent his first winter in the business making a stock of plates for the summer trade, and in the spring the plates all went bad. He started over, ruined—if he had known it. His product never has been "good enough." Improvements have come year by year, sometimes day by day. And he has eternally kept selling. Everybody in the world knows about Eastman and Kodak. He told them. And he is still telling them.*

the world is not coming to an end

Despite the attitude and avowals of the Committee on Gloom, Quigley Publications announce with confidence that there are a number of excellent reasons for anticipating the continued existence of the world, and, incidentally, the amusement business, for a sufficiently long period to justify resumption and continuance of activity.

There are ample evidences that there is business to be done, and that it is being done, by aggressive business men in live communities. It is axiomatic, basic and beyond argument that when anything can be sold amusement can. As long as it lives the human race will have its fun. The history of every period of depression and stringency proves that amusement is a necessity, not a luxury. The motion picture has risen to dominance because it is the best amusement buy in the world. Good pictures can be made and good pictures can be sold—but neither process is automatic. They do not just happen. Somebody has to attend to the business.

Business is being done, all over the country. Merely thumbing over just one paper today, one finds: that the Wisconsin Industrial Commission reports employment gains of 7% for February of this year over January, 5% for March over February, and 3% for April over March; that down in one little tank town of 1200 population in Oklahoma some $50,000 worth of farming machinery has been sold in sixty days; that Baltimore is all steamed up and spending $37,000,000 on municipal public works, right now; that Seattle out in Washington is all set to entertain 500,000 tourists between now and October 1, and that the lowest estimate admitted up there is that those visitors will spend $11,000,000. It's like that all over the country, but it's the busy businesses that are advertising, selling and getting the money. The customers are buying what they want—but you have to make them want it.

COLVIN BROWN
General Manager
Quigley Publications

MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

"Night Nurse"

(Warners)

WHAT Warners meant this to be is their own secret. We suppose it should be dubbed a comedy-melodrama; the comedy springing from weird efforts to make laughs while a youngster is dying and the melodrama from the efforts of an unscrupulous chauffeur, in league with as unscrupulous a doctor, to kill off the two kids that stand between them and a sizable trust fund.

Barbara Stanwyck is the night nurse-heroine who glorifies her profession, after supplying the blood transfusion that saves the life in question and exposing the plot. Nice touches in direction have the characters waxing dramatic by yelling at the tops of their voices while the youngster is at death's door; Clark Gable proving he is the heavy by hitting women and old men on the jaw. Ben Lyon, as the near-hero, dodging in and out of the picture apparently whenever the director felt like it.

Structurally and, in point of story and performance, "Night Nurse" simply isn't. Yet at 9:40 last night, the Strand orchestra was full and the standees three deep. Maybe it's the title; maybe it's because it was the only new picture to open on Broadway; or maybe it's because we're ga-ga.

KANN

De Sart Resigns as Para. Sound Chief

HOLLYWOOD—Albert De Sart, who has been with Paramount since 1927, has resigned. He has been in charge of recording and latterly served as B. P. Schulberg's assistant.

"BUY RIGHT—BUT BUY NOW"

Harris on Bookings

John H. Harris, zone manager of the Warner Pittsburgh theatres, arrived in New York yesterday in connection with booking deals for the houses under his supervision. In the afternoon he attended a conference of theatre heads presided over by Dan Michalove, general manager of the Warner chain.

"BUY RIGHT—BUT BUY NOW"

Mirisch in N. Y. Again

Harold Mirisch, sent to Memphis a year ago to manage the Warner theatre there, has been recalled to New York by Dan Michalove to join the Warners-First National booking staff in the home office.

"BUY RIGHT—BUT BUY NOW"

Voting on Meeting

Members of the Society of Motion Picture Engineers are to ballot by mail on the convention city for the organization's fall meeting October 19 to 22. The choice is between New York and Detroit.

"BUY RIGHT—BUT BUY NOW"

Protex Firm Moves

Protex Trading Corp., distributor of foreign language films, moves its offices on Monday, July 20th, from the Little Carnegie Playhouse building to 32 East 58th street, headquarters of the Leo Brecher organization of which it is a subsidiary.

Union Heads and Miller Indicted in Chi Probe

(Continued from page 1)

tenses, to commit acts injurious to public trade, to violate the ordinance governing licensing of operators, to do illegal acts injurious to property of others and to commit a felony.

The felony charge concerns slugging and shooting of Milton Krueger, owner of the Hinsdale, 18 months ago in the Paramount Exchange here after he had discharged one operator and attempted to work in the booth himself to save money and to keep him from closing. Krueger held a union card at the time. The charge referring to violation of city ordinances covers alleged collusion between union officers and Joe Maloy who in the city office is alleged to have licensed unqualified applicants for operators' permits. Joe Maloy also faces this charge and an additional one of malfeasance in office. The charge against Miller is compelling payment of money to settle labor disputes. It is alleged Miller paid to the union more than $65,000 collected from exhibitors.

State To Push Probe Into Circuit Operators

CHICAGO—Successful in obtaining indictments in the racketeering investigation against the Chicago operators' union, the state's attorney's office now will press probe of suspected aid of circuit theatres in enforcing union edicts to embarrass small houses. Books of Balaban & Katz are being examined in this connection.

Authorities also are redoubling efforts to locate the murderer of Jacob Kaufman, insurgent operator, killed on the eve of testifying in the investigation.

Independents in Chi Jubilant Over Outcome

CHICAGO—Independent exhibitors who freely testified before grand jury are jubilant over the indictments and believe that elimination of the second man in the booth and reduction of allegedly oppressive wage scale is not far off. This, they say, will permit reopening of many theatres here and prevent closings of many others. Aaron Saperstein, president of Allied Theatres of Illinois, who has been furnished a bodyguard since the early stages of the investigation, says his group has no quarrel with union labor and only asks elimination of superfluous permit men and "greedy, oppressive" officials.

Claim Reynolds Received $8,500 Yearly from Erpi

CHICAGO — Electrical Research Products paid $8,500 annually to Tom Reynolds, president of the Chicago operators' union, according to evidence submitted to the Grand Jury investigation. In addition, Reynolds received $5,000 annually from the union.

Other evidence indicated that Louis Bader, alias Leo Brothers, convicted of the murder of Jake Lingle, held a union card signed by Reynolds. Emmett Quinn, union steward, is said to have received $150.50 for every sound apparatus installed in Chicago. Union books, it is said, were closed 14 years ago, and since then only permit men who paid ten per cent of their salaries as back dues have been admitted to membership. All of this, however, could not be accounted for on the union books, it was said.

Miller Denies Collusion In Chi Operator Storm

CHICAGO—No collusion entered into any deals he had with the operators' union, Jack Miller, president of the Chicago Exhibitors' Association, states. The charges against him, according to Charles Bellows, assistant state's attorney, imply collusion. Miller says he is an employee of the exhibitor unit and only carried out its instructions.

Prosecutor Calls Case One of Most Vicious

CHICAGO—One of the most vicious cases he ever prosecuted is the description applied to the racketeering probe of the operators' union by Assistant State's Attorney Charles Bellows. He says that efforts to intimidate, terrify and harm witnesses and to bribe officials were numerous during the investigation. The indictments were kept secret upon instructions from the Grand Jury Wednesday night, but when report of the action leaked out, Bellows confirmed the indictments to MOTION PICTURE DAILY.

Maloy Claims Anti-Union Plot; Charges Hit

CHICAGO—A plot to suppress union labor is the manner in which Tom Maloy sums up the indictments in the investigation of the operators' union. State's Attorney John Swanson, however, says the probe is an effort to help union labor by ridding the organization of racketeer and hoodlum control. A vice-president of the American Federation of Labor is employed in his office, Swanson says.

Myers Sees Move a "Blow for Freedom"

WASHINGTON — Allied regards the Chicago labor union indictments as "a mighty blow for the freedom of the independent theatre owners," stated Abram F. Myers yesterday in a statement which declared in part:

"Indictments have just been returned against Thomas E. Maloy, head of the union; Joseph Maloy, Ralph O'Hara, Thomas Reynolds, Elmer D. Miller, Frank J. Clifford, and Emmet C. Quinn.

"The Elmer D. Miller included in the indictment is better known as Jack Miller of the Chicago M. P. T. O. The indictment is the culmination of a long struggle by the independent theatre owners of Chicago, under Aaron Saperstein, to free themselves from a condition that was fast putting them out of business.

"Because of its bearing on like conditions in other Allied territories, the Allied States Association has supported the Chicago unit in the struggle and has designated W. A. Steffes as its representative to assist the Chicago group. Mr. Steffes has been in Chicago for some time and will remain there until the issue is settled."

Can Drop RCA Service After Two Years Now

(Continued from page 1)

type of equipment designed for theatres up to 500 seats call for a flat service rate of $32.50 a month on a one-visit basis. Standard size equipments are serviced at $65 a month for two visits. Prior to marketing of the new small theatre reproducer, many houses up to 500 seats contracted for the so-called standard equipment at the $65 service rate. The M. P. T. O. A. hopes to persuade RCA to reduce its charge to $32.50.

Western Electric now remains as the only equipment in the field that insists on the ten year service feature.

Photophone's Best Recording Praised

RCA Photophone got a big hand from music critics yesterday at presentation of several selections recorded in the Mormon Temple at Salt Lake City. The firm terms this its best example of recording and claims a new high mark in the recording of high and low musical notes. No pictures accompanied the sound which was recorded on film. Another presentation was a pictorial and audible presentation of the sound track of the film recording of "Die Fledermaus."

"BUY RIGHT—BUT BUY NOW"

Koplar Joins in Fight on Skourases

ST. LOUIS—Harry Koplar, formerly partner of the Skouras Brothers in the St. Louis Amusement Co. and Skouras Brothers Enterprises, has joined four minority stockholders in Circuit Court suit for a receiver for the Skouras firm.

Koplar's sister, Mrs. Elsie Probstein, and I. Meyer also have been added as plaintiffs in the suit originally filed June 26 by William J. Blake.

Skouras Brothers Enterprises, Inc., has a half interest in the Skouras Super-Theatres Co., operators of the Ambassador, Missouri and Grand Central in St. Louis, and also holds the majority stock of the St. Louis Amusement Co., which has 22 neighborhood houses. The suits have been continued to July 21.

"BUY RIGHT—BUT BUY NOW"

Brookhart Plans Bill Regulating Firms

WASHINGTON — Bill providing for Federal regulation of all corporations engaging in interstate commerce is expected to be presented to Congress at its next session by Senator Brookhart, father of the bill to outlaw blind and block booking and arbitrary allocation of product. In a recent speech, the Iowa senator said such a step is "necessary to save the independent business man of America from ruin at the hands of chain monopolies."

In his address, delivered at Charlottesville, Va., the senator pleaded for an association of independent business men, manufacturers and consumers to fight the growth of chain systems.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 41 NEW YORK, SATURDAY, JULY 18, 1931 TEN CENTS

Bill Le Baron Peace-Maker; Dix to Stick

Scheduled to Appear in 2 Radio Specials

HOLLYWOOD—Peace has been declared in the Richard Dix-Radio Pictures row and the star is remaining with the company—at a substantial salary boost, the *Hollywood Herald* asserts. He is scheduled to appear in two specials, "Frontier" and "Marcheta," according to present plans.

The differences between the star and the company were ironed out through the intercession of William Le Baron, Radio production chief, and a new contract will be signed within a day or two. Negotiations were resumed this week by Frank Joyce, representing Dix, and were

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Balaban to Settle Chi Twin-Bill Jam

CHICAGO—Current Chicago visit of John Balaban, coupled with the threat of small independent exhibitors to cut admissions, is expected to bring an early agreement here on abandoning double features.

Publix-Balaban & Katz, although not on record as favoring retention of double features, at least has not given formal notice of its willingness to do away with the policy along with other

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Informer Gets $15,000 In British Blue Suit

LONDON—Under the 1871 blue law which provides that anyone may sue a theatre which operates on Sunday, Miss Millie Orpen, designated as a "common informer," has been awarded $15,000 in a suit against the Haymarket Capitol, Ltd. Stay of execution has been granted. She claimed

(*Continued on page 2*)

The First

A certain big film buyer around town—sales managers know him well—played golf over the Lakeville course the other day and turned in a whopper of a score.

Which induced a sales manager with him to remark:

"That's the first time this bozo ever went over his split figure."

Paramount-Warner Pact Sealed Today in Philly



H. M. Warner

PHILADELPHIA—All vestiges of the bitter Warner-Paramount fight, which raged for nearly a year and reached its greatest intensity in this territory, passes today when "Tabu" opens at the Stanton as the first Paramount film under the reconciliation pact between the Adolph Zukor and H. M. Warner forces.

"The Smiling Lieutenant" was to have been the lead-off film to signalize the peace treaty, but this was set back three weeks while Paramount and Stanley-Warner are mapping an extensive exploitation campaign for this and other



Adolph Zukor

(*Continued on page 2*)

Studio Chiefs To Reinstate Welcome Sign

HOLLYWOOD—The studio moguls have come to the conclusion that the ban they placed on visitors some months ago was not such a wise move. It is slated to be lifted about the first of the month.

Ostensibly designed to save players, writers, directors and others of the studio employees from the importunities of agents and solicitors, the ban was extended to include newspapermen and trade journal reporters, and the resultant howl of resentment has

(*Continued on page 4*)

Publix Production Dept. Cut to Bone

Deal between Publix and Fanchon and Marco whereby the latter will supply the former's theatres with stage units brings to an end the production department at Publix and lops about 15 employees from the circuit's payroll. Boris Petroff and Frank Cambria will continue to produce units for the Paramounts, New York and Brooklyn. All other houses playing F. & M.

"BUY RIGHT—BUT BUY NOW"

Producers Prepare Case in Writer Rift

HOLLYWOOD—Another snag has hit the writer-producer situation with the studio executives' delay in arranging conferences with the scribes, being ascribed to their desire to prepare a bill of complaint of their own. They feel that inasmuch as the writ-

(*Continued on page 2*)

Three Smash Pictures on Warner List

HOLLYWOOD—It looks like a field day for Warner-First National.

New season product is off to a big start. With "Alexander Hamilton" and "Five Star Final" generally hailed as big pictures by local critics, local reviewers are still talking about "The Star Witness," previewed at the First National studio the other night.

Warners are so convinced they have a "smash" picture that they are dispensing with further previews and are

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Edelhertz, Former Exhibitor, Suicide

Bernard Edelhertz, publisher of *The American Hebrew*, former chairman of the executive committee of the Theatre Owners' Chamber of Commerce and exhibitor with theatres in the Bronx, committed suicide yesterday by hanging at the home of his son-in-law Vsevolod Scheer of 666 West End Ave. Edelhertz suffered a nervous breakdown several months

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

W.B. Books "U" Films In 3 Million Deal

Warners yesterday culminated a month of negotiations by booking Universal's feature product for next season over its entire circuit. Although the contract is for percentage bookings, the lowest estimate based on

(*Continued on page 2*)

Justice Dept. Refuses Okay On New Pact

Cannot Advise on Legal Rights, It Declares

WASHINGTON—No opinion as to the legality or illegality of the proposed new standard license agreement will be given by the Department of Justice, it is indicated by a statement from the department made public by Allied States Association.

Previously, it had been intimated here that the department would give an informal okay to the proposed agreement, following overtures to the department by M. A. Lightman, M. P. T. O. A. president, and P. J. Wood, business manager of the Ohio unit. Following is the statement:

"Mr. Lightman and Mr. Wood called here a few days ago to ascertain the attitude of the department on the general subject of the right of

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Schedule Hot Topics For M'lps. Meeting

MINNEAPOLIS—Extended protection, film rentals, the "Buy Right—But Buy Now" movement, block booking, double featuring, admission price reductions, current forms of contract and edict of some distributors that exhibitors must play films in the order of release are subjects which will highlight the annual convention here September 9 and 10 of the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Camp, Jensen, Stokes Mannon to Produce

Walter Camp, Emil Jensen, Alfred Mannon and Fred Stokes, the latter an attorney, have organized Patrician Pictures, Inc., to make six pictures in its first year for independent release. The series will be made at the Tec-Art studio on the Coast.

Jensen leaves Sunday for Hollywood to get the first under way. Patrician is understood to be partly

(*Continued on page 2*)

In the Fall

Hollywood—"The fall releases will show what Hollywood can really do when it gets down to the serious business of making pictures," writes Florabel Muir in *The Hollywood Herald.*

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 50 July 18, 1931 No. 41

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
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James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Schedule Hot Topics For M'pls Meeting

(*Continued from page* 1)

Northwest exhibitor association. About 200 exhibitors are expected to attend.

The exhibitor unit some time ago urged its members to refrain from buying new product until after the meeting "on account of general depression, widespread unemployment, closing of numerous theatres, poor class of product and poor business." Despite these alleged factors, "film companies have again for the tenth consecutive year announced an increase in film prices," the association states.

"BUY RIGHT—BUT BUY NOW"

W.B. Books "U" Films In 3 Million Deal

(*Continued from page* 1)

its guarantees involves rentals of between $2,500,000 and $3,000,000.

Negotiations were handled for Warners by Dan Michalove, E. A. Alperson and Clayton Bond, and for Universal by Phil Reisman, Ted Schlanger and Harry Lorch.

"BUY RIGHT—BUT BUY NOW"

3 Smash Pictures On Warner List

(*Continued from page* 1)

rushing the picture East to open on Broadway in the next three weeks. The picture will be reviewed in MOTION PICTURE DAILY later by William A. Johnston and confirms earlier whispers of its hit proportions, bringing several hard-boiled critics to their feet during the studio preview.

"BUY RIGHT—BUT BUY NOW"

Coming and Going

Ed Fay, of Rochester, was a visitor in the city yesterday, stopping in at the Warner-First National offices to confirm bookings.

W. P. Burhoe, of the Strand, Haverhill, Mass., was another visitor.

Among the Southern exhibitors now in the city on fall bookings, with Warner-First National is Hubert Wales, manager of the Eustis at Eustis, Fla.

Bill Le Baron Peace-Maker; Dix to Stick

(*Continued from page* 1)

made possible only because of the warm friendship between Dix and Le Baron.

Previous parleys conducted by Joseph I. Schnitzer collapsed after a series of battles and when Dix finally rejected all proposals it appeared that he and the company were quits. When preparations were started for "Secret Service" Le Baron took a hand and the new arrangement is the result.

The deal provides for only two pictures, both to be completed by April 1. "Frontier," the first, probably will be started in October. Wallace Ruggles will direct it. At present he is making "Are These Our Children?" but will be through in time. As soon as he has completed "Secret Service" Dix will take a vacation, which may include a trip to the East.

"BUY RIGHT—BUT BUY NOW"

Producers Prepare Case in Writer Rift

(*Continued from page* 1)

ers have built up a case, they want one of their own. The date of the first confab is to be set early next week.

"BUY RIGHT—BUT BUY NOW"

On Chevalier Yarn

HOLLYWOOD—Vicki Baum, author of "Grand Hotel," is in from New York to work on a story for Maurice Chevalier's next.

"BUY RIGHT—BUT BUY NOW"

Dr. Rockwell Signed

Dr. Rockwell, vaudeville headliner, has been signed for one of the series of "Big Star" comedies to be released by Vitaphone.

"BUY RIGHT—BUT BUY NOW"

Re-Sign Viertel

HOLLYWOOD—Paramount has given Berthold Viertel a new directorial contract.

Coverage

Five pictures opened on Broadway yesterday. Three of them—"The Man in Possession," "Murder by the Clock" and "The Fatal Hour"—were reviewed by MOTION PICTURE DAILY prior to their debut on the big street.

"The Common Law," reviewed earlier from the Coast, is again covered today as is "A Holy Terror," now current at the Roxy. The line-up:

ASTOR—"A Free Soul" (M-G-M)—reviewed by MOTION PICTURE DAILY April 18.

CAMEO — "Mystery of Life" (Univ.)——reviewed July 6.

CAPITOL — "Man in Possession" (M-G-M) — reviewed June 9.

MAYFAIR — "The Common Law" (RKO Pathe)—reviewed today, page 4.

PARAMOUNT—"Murder by the Clock" (Para.) — reviewed July 2.

RIVOLI—"The Smiling Lieutenant" (Para.)—reviewed May 22.

ROXY — "A Holy Terror" (Fox)—reviewed today, page 4.

STRAND — "Night Nurse" (Warners)—reviewed July 16.

WARNERS—"The Fatal Hour" (First Division) — reviewed July 11.

WINTER GARDEN — "Smart Money" (Warners) — reviewed editorially June 19.

Camp, Jensen, Stokes Mannon to Produce

(*Continued from page* 1)

backed at least by Camp who is president of Inspiration Pictures, at present on the inactive producing list. Jensen, general manager of Inspiration, continues his old duties with that company.

"BUY RIGHT—BUT BUY NOW"

Hurley to Direct

Arthur Hurley will direct the 12 S. S. Van Dine mystery stories to be made by Vitaphone in Brooklyn.

Market Continues to Rally

	High	Low	Close	Sales
Eastman Kodak	147½	145¾	146	2,200
Fox Film "A"	27	26¼	27	500
General Theatre Equipment, new	4	3¾	3⅞	6,600
Loew's, Inc.	44½	43⅝	43¾	4,600
Paramount Publix	24⅝	23¾	24⅜	8,100
Pathe Exchange	1⅝	1⅝	1⅝	300
Pathe Exchange "A"	7	6½	6¾	400
RKO	15	14¼	14¼	8,300
Warner Bros.	7⅛	6⅞	7	3,500

Curb Issues Advance

	High	Low	Close	Sales
Fox Theatres "A"	2½	2½	2½	300
General Theatre Equipment pfd	7¾	7¾	7¾	400
Trans Lux	5⅝	5½	5½	300

Bond List Irregular

	High	Low	Close	Sales
General Theatre Equipment 6s '40	34½	34	34½	8
Keith, B. F., 6s '46	68	68	68	5
Loew's 6s '41 ex war	98⅝	98	98	14
Paramount Broadway 5½s '51	102½	101½	101½	15
Paramount Publix 5½'s, '50	87	87	87	4
Pathe 7s '37 ww	92½	92½	92½	1
Warner Bros. 6s '39 wd	40	40	40	1

Para., W. B. Begin New Pact Today

(*Continued from page* 1)

Paramount pictures.

Keith's, for the last year devoted to exclusive Paramount showings, will be relinquished on July 28 by the Moon Amusement Co., when Stanley-Warner takes over the lease and is expected to close the theatre.

The Paramount-Warner truce was effected some time ago, between Zukor and Warner, without injection into the deliberations of banker groups of either firm. The reported terms called for payment of $1,200,000 to Warners on rentals claimed due and interchange of booking time between the two firms.

In this territory, Keith's was the Paramount flagship, the Moon firm being headed by Al Boyd. Paramount product was sold away from Warners and to independents here.

"BUY RIGHT—BUT BUY NOW"

Balaban to Settle Chi Twin-Bill Jam

(*Continued from page* 1)

circuit and independent exhibitors early this fall. Leading officials of the company are understood to have favored a declaration on dispensing with dual features, but have been balked thus far by Max Balaban, film buyer for the circuit, who told MOTION PICTURE DAILY recently that he did not wish to go on record at this time as to his double feature policy for next fall.

This Balaban & Katz indecision has prevented about 10 per cent of the city's exhibitors from aligning themselves with the other 90 per cent on record as favoring a return to single features. The minority inaction, in turn, is preventing progress from being made with plans to abolish the dual features.

The double feature policy of the circuit is under discussion at this time, with John Balaban, here from the home office, understood to be in favor of abolition of double featuring "for the good of the industry" and to forestall price cuts by independents.

"BUY RIGHT—BUT BUY NOW"

Informer Gets $15,000 In British Blue Suit

(*Continued from page* 1)

a $1,000 penalty against the company and each director for each Sunday show given since December, 1930, when the high courts ruled Sunday shows illegal. Her case against the directors failed.

"BUY RIGHT—BUT BUY NOW"

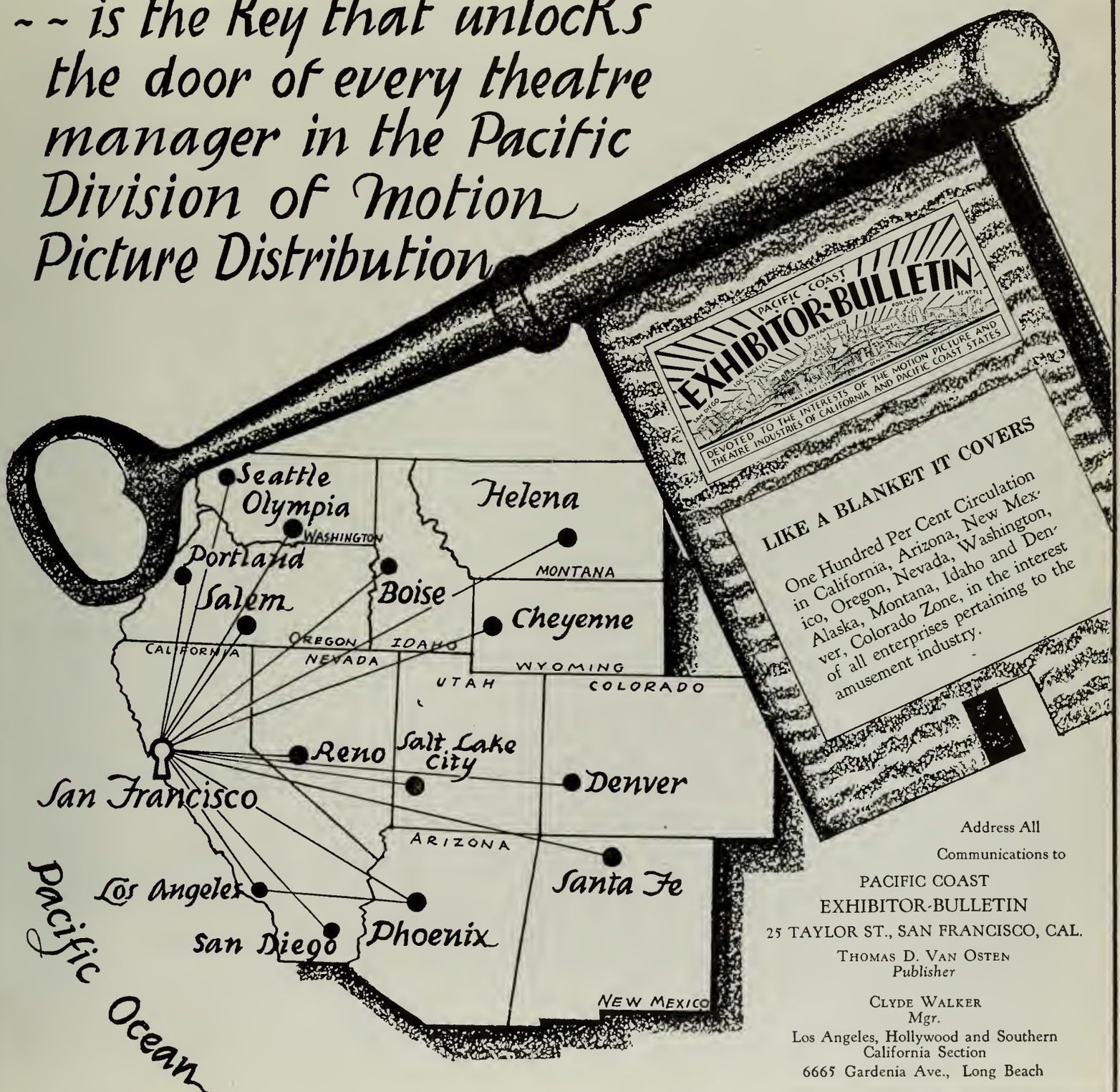
Whittier Goes Dark

WHITTIER, Cal.—The Scenic has closed its doors, and the town is now minus a picture theatre.

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Justice Dept. Refuses Okay On New Pact

(Continued from page 1)

exhibitors and producers to agree on the use of a standard uniform contract. Their attention was called to sub-division III of the decree entered by the District Court in U. S. v. Paramount, et al., and were informed that this statement embodied the view of the department. This department is not in a position to advise on legal rights of private parties."

"BUY RIGHT—BUT BUY NOW"

Edelhertz, Former Exhibitor, Suicide

(Continued from page 1)

ago and was compelled to enter a sanitarium for recuperation. He was 51 years old.

Funeral services will be held at 10 o'clock Monday morning from the Riverside Memorial Chapel and interment will take place at the Mount Pleasant Cemetery. Yesterday Lee Ochs, president of the Motion Picture Club, asked members to attend the services in a body.

Edelhertz, who came to this country from Russia in 1893, had had a varied career. Starting as a lawyer in 1901, he became in 1917-22, assistant United States attorney general. He also did considerable work on the first uniform contract. In commenting on his death, Will H. Hays said yesterday:

"It is with a definite sense of personal loss that I learn of the death of Bernard Edelhertz. . . . Always his thought and effort were to the end that his life might be one of service and his influence will not cease with his passing. His thoughts were replete with the fullness of life in its highest and noblest sense."

Edelhertz is survived by his widow, Clara Edelhertz; a daughter, Mildred and another daughter and son-in-law, Mr. and Mrs. V. Scheer.

"BUY RIGHT—BUT BUY NOW"

Red Cross Short

William J. Ganz of New York has produced for the American Red Cross a one-reel subject dealing with the history of the organization, in celebration of its 15th anniversary. RCA recorded "The Symbol of Mercy."

"BUY RIGHT—BUT BUY NOW"

Shake N. Y.'s Dust

Dave Bershon, film buyer for Hughes-Franklin Theatres, left for the Coast yesterday.

Harold Robb and Ed Rowley of Robb and Rowley, now part of the H-F string, left for Dallas.

"BUY RIGHT—BUT BUY NOW"

Lew White for Records

Stanley Recording of America has signed Lew White, organist, to make a number of discs, which are appropriate for trailers. They will be 13 minutes long.

"BUY RIGHT—BUT BUY NOW"

On Way to France

Jeanne Helbling, after completing nine foreign versions for RKO, leaves for France within the next ten days. She is now in New York.

"BUY RIGHT—BUT BUY NOW"

"Bought" at Garden

"Bought" goes into the Winter Garden for a run, following "Smart Money." No date has been set.

Looking 'Em Over

"The Common Law"

(RKO Pathe)

Ammunition for censors from the title clear down the line. Yet it's box-office if exhibitors can get the picture as shown at the Mayfair in New York. The big question is: Will they?

Here Constance Bennett establishes her illicit love affair with Lew Cody in the opening sequence. Later, when she meets Joel McCrea, the same sort of relationship is struck. Even when McCrea wants to marry her, Connie refuses on the plea she wants to make certain of their love before the marital knot is tied. Eventually, and by way of dramatic whitewash, they do.

The subject matter is delicate; but, for the picture, it must be reported the treatment is discriminating and intelligent. As shown yesterday, the picture occasionally shifted sharply from scene to scene, indicating perhaps where the censors applied their hands. Miss Bennett, it is our opinion, gave a smart and capable performance. McCrea is definitely of the stuff that makes matinee idols which means, we suppose, that the women of the nation will go for him in a big way ere long.

From the dollars-and-cents angle exhibitors have Bennett, a real draw, and a title that indicates plenty. The subject matter is something else again. KANN

"BUY RIGHT—BUT BUY NOW"

"Children of Dreams"

(Warners)

Oscar Hammerstein II and Sigmund Romberg have collaborated on another musical romance, this one depicting the life of fruit pickers in California and singling out of a pair of lovers, each a singer. An audience at the Beacon yesterday found an ineffable charm in the apple orchard scenes where the pickers engage in lilting melodies, carefree gaiety and revelry and take to their labors with considerable pride. The fugue Marion Schilling and Paul Gregory sing proved enthralling.

The story, in short, deals with Miss Schilling and Gregory, fruit pickers, who fall in love and are forced to part when the heroine's voice takes her to Italy for cultivation. This is brought about when she borrows $3,400 from her sponsor to pay for the money her father lost when entrusted with it. She becomes successful and nearly forgets Gregory, but when she returns to the orchard to pay a visit to home grounds, her lover is on the spot waiting.

Alan Crosland directed this operetta which includes in the cast Tom Patricola, Bruce Winston, Charles Winniger and Marion Byron. "Children of Dreams" is touching in spots and as light summer fare should find a welcome patronage wherever it plays.

"BUY RIGHT—BUT BUY NOW"

"A Holy Terror"

(Fox)

George O'Brien has opportunity to display his ability as a rider and his fine physique in this western. It starts off with a New York setting, with O'Brien soon leaving for the West to seek the slayer of the man he believes to be his father. His plane crashes in the western town, where he finds the girl and makes a couple of villains look silly when they try to make things tough for him. He finds his father, who had killed the other man accidentally. The father then steps in the way of a bullet intended for his son, but the wound is superficial and everyone's happy. This has some beautiful scenery. Irving Cummings directed. Sally Eilers plays opposite and Humphrey Bogart and James Kirkwood are other principals.

"BUY RIGHT—BUT BUY NOW"

Sam Fox Music Firm Publish Fox Music

Sam Fox Publishing Corp. has replaced Red Star Music Publishing Co., as publisher of all music used in Fox films. The Sam Fox company, despite the similarity in names, has no corporate relationship with Fox Films. The Red Star firm was a subsidiary of Fox Film.

"BUY RIGHT—BUT BUY NOW"

Theatre Robbers Held

HAMILTON, O.—Two youths, recently apprehended by police after they held up the Public-Palace box-office last month, when they obtained less than $100, have pleaded guilty in municipal court and were held to the grand jury under $3,000 bonds each.

"BUY RIGHT—BUT BUY NOW"

John McCarthy Ill

PROVIDENCE—John P. McCarthy, manager of Loew's State, is seriously ill following an operation for appendicitis. McCarthy was taken ill while on duty and was rushed to the hospital. Meanwhile George Jones, assistant manager of Loew's State, Boston, is filling in for McCarthy.

Studio Chiefs To Reinstate Welcome Sign

(Continued from page 1)

finally penetrated into the offices of the powers-that-be.

The new rules to be drafted to govern the admission of reporters and writers provide for the issuance of passes which are revocable upon violation of rules or confidences.

Several Eastern newspapers are sending men here to get the "low-down" on doings in the studios and prepare blasts for publication. The latest to arrive for that purpose is Harry McClellan of the *Chicago Tribune.*

"BUY RIGHT—BUT BUY NOW"

Butler Race Fan

CINCINNATI—David Butler, director, is at the Netherland-Plaza here while attending the races at Latonia. He confides that he is not only interested in turf events, but owns several thoroughbreds with enviable track records.

"BUY RIGHT—BUT BUY NOW"

Norma's Next

HOLLYWOOD—Norma Shearer is to appear next in Noel Coward's "Private Lives," instead of "Smilin' Through."

"BUY RIGHT—BUT BUY NOW"

Dies After Crash

WASHINGTON — G. H. (Jerry) Payne, salesman for RKO here for five years, died at the Alexandria, Va., hospital, following an automobile accident. Payne's car left the road while he was rounding a curve and crashed into a tree.

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VOL. 30. NO. 42 | NEW YORK, MONDAY, JULY 20, 1931 | TEN CENTS

Publix Break On Protection Target in N.W.

45-Day Wait for M-G-M Prints Irks Exhibs

MINNEAPOLIS—Whether independents of this territory are to wait 45 days for M-G-M product after release to Publix is a question which will highlight the annual meeting here September 9 and 10 of the Northwest exhibitor association, its president, Bennie Berger, told MOTION PICTURE DAILY.

Publix is to be given first call on the product to prevent conflict on playdates with independents in competitive situations so that no prints will be available to independents until Publix situations are cleaned up, Berger says he has been informed by the local M-G-M office.

This, he says, has the effect of giving Publix 45 days' protection over every independent house of the territory, regardless of whether the independent is in competition with Publix, or 100 miles removed from a Publix situation.

"BUY RIGHT—BUT BUY NOW"

Grainger Stresses "Sell Right" Need

"By all means, let's not only buy right—but sell right and is there any good reason why such transaction should not be consummated right now?" asks James R. Grainger, general sales manager for Fox, in a letter to Martin Quigley.

"If I failed to stress, in my recent open letter to you, the 'Buy Right' part of your slogan, 'Buy Right—But Buy Now,' it was, believe it or not,

(*Continued on page 5*)

More Chi Smoke

CHICAGO—Indictments in addition to the five returned against officers of the Chicago operators' union will be sought by the state's attorney. The nature of the indictments to be sought was not made known.

Assistant State's Attorney Charles Bellows believes trial of indicted officials cannot be begun prior to September, due to search for additional evidence. He freely predicted convictions, carrying prison sentences.

Sound Thinned Ranks

London—Stampede to sound has driven 7,000 American theatres out of business, John E. Otterson, Erpi president, told trade paper men on his arrival here from New York. He described these houses as "the least modern in type" and said most of them had been operating two or three times a week. Otterson placed full-time theatres in operation in the United States today at 14,000, of which 11,000 are wired.

Erpi has been invited to turn its attention to Russia, but Otterson said conditions to date were against entering that market.

Distributors Asked to Stop Chi Dual Bills

CHICAGO — Immediate action to eliminate double-featuring here has been urged upon distributor home offices by the Exhibitors' Association of Chicago in order to forestall threatened general admission price reductions by independent theatres.

The home offices are understood to have instructed local managers to sell new product with availability based strictly according to admissions charged. John Balaban is here to urge B. & K. to return to single features in pre-release houses of the circuit which, it is said, would remove the threatened price cuts.

One independent theatre, the Orpheus, already has cut its scale from

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

British Exhibs Defy "Blue Law" Decision

LONDON—Despite the risk of similar suits, theatre owners are continuing to operate on Sunday in defiance of the 1871 blue law, following award of $15,000 to Miss Millie Orpeh as a "common informer" against the Haymarket Capitol for Sunday operation. Meanwhile, appeal from the decision has been taken.

Weeding Out Deadwood in Swivel Chairs

HOLLYWOOD—Axes are being sharpened by producers in a move to eliminate deadwood at various studios, according to *The Hollywood Herald*. A number of high-salaried employes who have failed to deliver are reported slated for the ranks of the unemployed, it is learned. This will follow the weeding-out process begun in the film colony some time ago.

New blood is to replace some of the old and so-called "big shots" who have failed to produce and are scheduled to go. The exodus will be slow, but steady, for the need to lop off unnecessary expense is being realized today in greater degree than ever before.

"BUY RIGHT—BUT BUY NOW"

Travel Films Only Is Fairbanks Plan

HOLLYWOOD—If his first travelogue picture is successful, Douglas Fairbanks will confine his efforts to this type of offering in the future, he says, declaring he is through with the fiction type of picture. He says that talkers are too slow for him. Fairbanks made a travelogue on his recent world tour.

"BUY NOW" SALES

Close on the heels of the Warner-Universal product deal, Universal has closed a contract whereby Paramount-Publix Theatres of Canada will show its pictures throughout its entire chain. Paramount-Publix of Canada has 180 theatres stretching from coast to coast. The present contract for next season's features and short product involves in rentals close to $1,000,000. Included in the short product deal is the Universal Newspaper Newsreel. Negotiations which resulted in this contract were carried on by Phil Reisman, Ted Schlanger and Clair Hague for Universal, and Arthur Cohen for Paramount-Publix of Canada.

Charles Rosenzweig, vice-president in charge of distribution for Radio, says exhibitors are buying actively throughout the country and even in Hawaii. Here are some late deals:

The Greenfield Circuit have closed for the New Mission and New Fill-

(*Continued on page 5*)

Court Wields Power in U.S. Loew Decree

Naming of Depository to Wind Up Action

Case of the government against Fox Film and Fox Theatres for divestment of the controlling block of Loew stock will be ended when the Federal Court and the three trustees to whom the stock has been assigned agree upon a depository for the contested stock.

The supplemental decree issued earlier in the month by Federal Judge Knox, who appointed Thomas Watt Gregory, Judge John R. Hazel and Thomas Nelson Perkins as trustees, removed possibiilty of any merger of Loew's with the Fox companies. This order, which supplements the consent decree entered into by the government and the Fox companies when the stock was sold to Film Securities Corp., in the refinancing of Fox, provides that trustees act as officers of

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Paramount Slates 4 Films for L. I. Studio

Paramount has decided to make four features at the Astoria studios for next season, and early in August the first, "Sal of Singapore," co-starring Claudette Colbert and Gary Cooper, will go into work. The studio is now being used to make the slapstick shorts, but will be closed for several days this week owing to the indisposition of two members of the comedy company.

"BUY RIGHT—BUT BUY NOW"

Musician Walkout in Indianapolis Looms

INDIANAPOLIS—Possibility of a walkout of musicians at the Indiana and Lyric August 1 looms as settlement of their controversy with exhibitors seems remote. The union refuses to consider a cut in the $80 scale, it is stated.

Legs or Eggs

A *World-Telegram* writer, after interviewing Rudolph Sieber on his arrival in New York, discovered that the husband of Marlene Dietrich is anxious to get to Hollywood because he is hungry for some of her famous "eierkuchen."

Whereupon he suggests that the German star be known as "Eggs Dietrich" hereafter.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 20, 1931 No. 42

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Grindstone

Wednesday: Charlie Pettijohn says:

"Production on the Coast is striving as never before to make good pictures. They know that the answer to all motion picture problems of the day is pictures."

Friday: Carl Laemmle to the writer:

"The studios know there is no way out; that it's up to them to deliver not good pictures, but real pictures, because the realization exists that this must be done to survive."

Saturday: Florabel Muir in *The Hollywood Herald*:

"Fall releases will show what Hollywood can really do when it gets down to the serious business of making pictures."

WE checked further. The outcome indicates the studios understand to the hilt that they are on trial. Box-office reports today are scanned just as frequently and every bit as avidly by the makers of film on the Coast as they are by circuit heads and sales managers here.

New York has been talking plenty to Hollywood and not all of the language has been of the polite society ilk. Hollywood has been told, in effect, that many of the worries this business has ever had have emanated from the west and that something has to be done about it.

SO Hollywood is working. Diligently, vigorously and hard. The indications are that the effort is getting somewhere. We don't know; nobody knows until the product comes through.

What is of prime importance, however, is that Hollywood has planted its nose to the grindstone. That makes conceivable the surmise that quality pictures will follow. Emergencies usually bring decisive action.

KANN.

Off the Record

THOSE Chicago indictments remind one old timer of the jams he got into years ago in the Windy City. At the time, the exchange in question had a smooth operator in charge of poster sales. Business was on a cash and carry basis, but the exchange was on the short end of the intake. They did not catch up with him, however, until the fellow got sick and the gross for the week he was away increased by leaps and bounds.

The exchange decided on a bounce, but the word was passed by his connections that he had better be kept—or else. As the old-timer explains, he didn't know what tough bimboes he was dealing with at the time, so the culprit got the bounce. And then the exchange had to hire two private detectives to guard life and property.

●

Is Phil Goldstone out or in? The veteran Tiffany studio head has been reported in and out probably more times than any other exec. Grant L. Cook in New York the other day stated that Goldstone definitely would stay with the company. Now, on the Coast, Goldstone says that's all wet and that he intends to quit August 1. He will stay until "Bill" Saal arrives from New York and expects that when he explains his position to Saal, that the latter will give him his release. Goldstone plans to produce elsewhere, but is mum on his future connection.

●

From the publicity department of the Paramount Theatre comes this morsel:

"Those who have read Rufus King's gripping murder mystery tale, 'Murder by the Clock,' cannot guess the solution to the screen version until they have seen the entire film."

Won't Mr. King be surprised, though.

●

Theodore Dreiser may have his own ideas about "American Tragedy," but Paramount appears to be in no doubt. Advance billing for the two dollar Criterion opening has "Paramount *proudly* presenting" the picture.

●

A rather accurate examination of the attractive theatre front for "The Smiling Lieutenant" at the Rivoli will disclose to the discerning soul some eye-filling pictorial matter culled from *La Vie Parisienne*. Those Frenchmen!

●

That RKO deal to book the four Bolte brothers' houses in the Bronx has hit the skids. Local exhibitors look on RKO's gesture in trying to tie up with independent circuits as a move to buck the smaller exhibitor in this territory. The A. H. Schwartz deal was the first of its kind and it may be the last, according to insiders, who believe that they can buy cheaper as individuals than hooking up with a major circuit.

●

Six million dollars will be netted by Paramount as a result of its franchise deal to split product with RKO in Greater New York. Joseph J. Unger, D. M. for the company, closed the deal which covers a period of four and a half years and starts with "The Smiling Lieutenant." Loew has the other half.

Names Committee for Annual RKO Outing

Martin C. Monroe is chairman of the executive committee which will handle the annual outing of employes of Radio-Keith-Orpheum, RKO Pictures and RKO Pathe August 29 at Indian Point. A Hudson steamer has been chartered for the event. John E. Redmond is secretary of the committee and Mark A. Luescher and Leonard P. Grant in charge of publicity.

Want 4 Stagehands At Straight Film Spot

BUFFALO—Local observers see the height of something or other in the demand of the stagehands' union that the Lafayette, which doesn't have stage shows, carry four instead of the present two stage hands. There have been threats of picketing and the like, but insiders doubt that these will materialize, since when the facts were known feeling undoubtedly would be unfavorable to the union.

"BUY RIGHT—BUT BUY NOW"

May Start Trans Lux Theatre in London

LONDON—Trans Lux is reported considering a theatre for London. The theatre is regarded here as the first in extension of the idea to Europe.

Give a Hand to-

Al Lichtman for his new Exhibitors Service Department designed to help revive exploitation of pictures on an extensive scale.

Ask Distributors to Stop Chi Twin Bills

(*Continued from page* 1)

25 cents to five and ten cents, and its competitive situation threatens to cause a spread of the price slashing. The Orpheus is classed as first week of general release, and theatres in this classification feel that double featuring in pre-release houses constitutes unfair competition and warrants price cutting at general release houses.

Balaban & Katz is said to be hesitant to return to single features due to improved business at two of the circuit's "A" pre-release theatres where double featuring is in vogue. The theatres are the Granada and Marbro, both of which were formerly stage presentation houses.

When stage shows were withdrawn from the theatres, grosses sagged, but were revived again with the introduction of double features, largely due to the fact that their pre-release "A" classification made a choice of pictures available for the houses that could not be duplicated by any double featuring competition.

However, John Balaban's influence is expected to override objections and bring about the circuit's cooperation in ending double featuring here.

"BUY RIGHT—BUT BUY NOW"

Depository to Wind Up U. S.-Fox Suit

(*Continued from page* 1)

the court and in no wise representative of the Fox companies or its banking affiliates. Film Securities Corp., is controlled by Chase Securities Corp., which handled the Fox refinancing.

The government's action was brought against Fox Film and Fox Theatres after their purchase of 660,900 shares of Loew's, Inc. Violation of the Clayton anti-trust law was alleged and an order for divestment of the stock was sought. John H. Amen, special assistant attorney general in charge of prosecution of film cases, handled the action for the government. Amen, who succeeded in securing a consent decree in the West Coast protection case, entered into a consent decree with Fox officials in April when the Loew stock passed to Film Securities.

"BUY RIGHT—BUT BUY NOW"

Divide Selznick Duties

HOLLYWOOD—The place of David Selznick, who resigned this week from Paramount, will not be filled, it is declared, his work being distributed among other executives.

"BUY RIGHT—BUT BUY NOW"

Resigns from Fox?

HOLLYWOOD—John Considine is reported to have resigned from Fox.

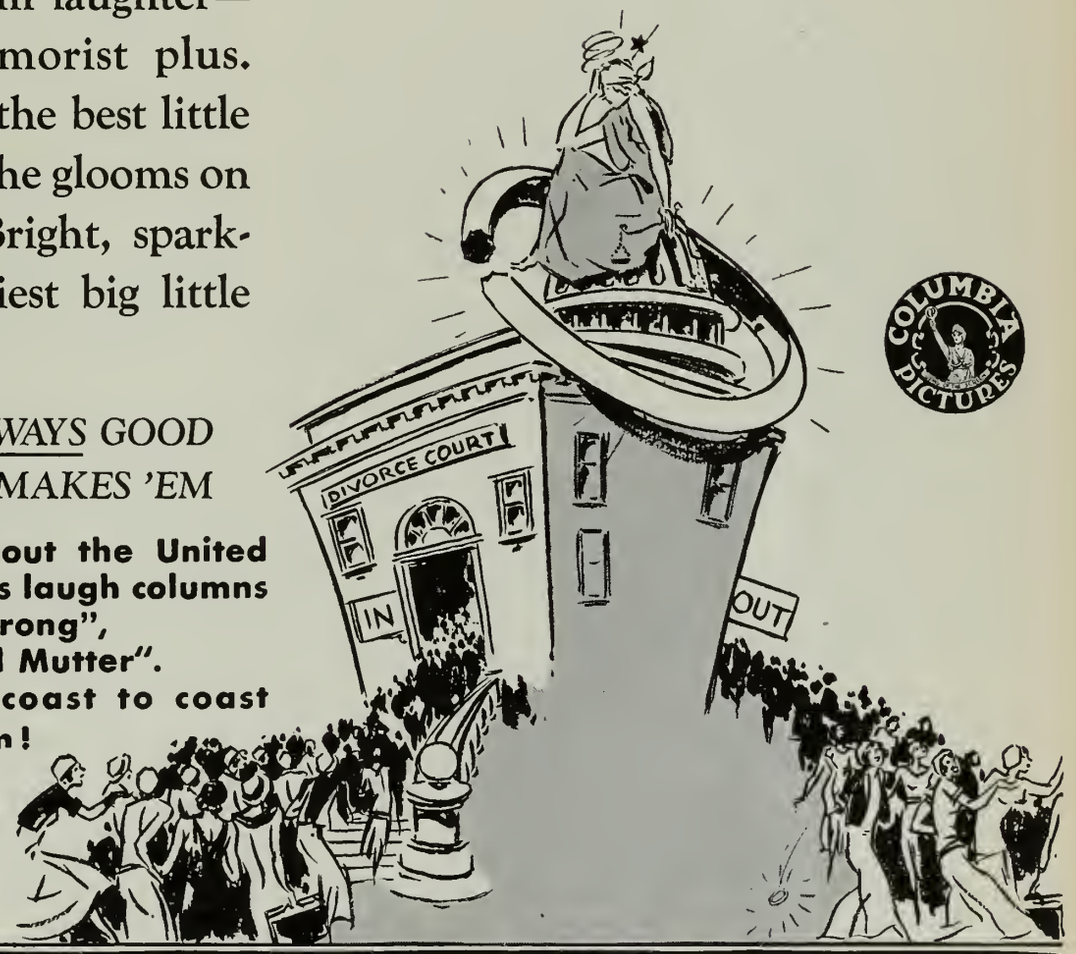
with MEDBURY *in* RENO



What a wit this Medbury! When a fellow can send you out with your sides aching from laughter—we'll say he's a humorist plus. TRAVELAUGHS is the best little dose of medicine for the glooms on the market today! Bright, sparkling, witty, the funniest big little feature to date!

GOOD? THEY'RE ALWAYS GOOD
'CAUSE COLUMBIA MAKES 'EM

17 newspapers throughout the United States publish Medbury's laugh columns "Maybe I'm Wrong", and "Mumble and Mutter". 20 million fans from coast to coast read them!



Walter Futter's

TRAVELAUGHS

with John P. Medbury

"Unfaithful" Leads in Fair Albany Week

Total $25,360 for 5 Theatres

ALBANY—Everything considered, and that includes two circuses in one week, two or three rainy nights and temperatures that ranged in the nineties, the theatres of Albany fared fairly well during the week and, as one manager put it, held their own. The best money-getter of the week proved to be "Unfaithful," which seemed to be able to bring the people to Harmanus-Bleecker Hall despite counter attractions and unfavorable weather conditions.

It was also noticeable that there was a rather different sort of an audience, made up to a considerable extent by women past middle age and also girls in their teens. This picture got off to a good start with an excellent write up by one of the local dramatic critics.

Estimated takings for the week ending July 16 and year-round averages:

"UNFAITHFUL" (Para.)
HARMANUS-BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $8,000. (Average, $10,000.)

"DAYBREAK" (M-G-M)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $3,200. (Average, $6,000.)

"GOD'S GIFT TO WOMEN" (Warners) and "UBANGI"
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,640. (Average, $2,250.)

"CHILDREN OF DREAMS" (F. N.) and "ALIAS THE BAD MAN" (Tiff.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,640. (Average, $2,250.)

"NIGHT ANGEL" (Para.)
RKO PROCTORS—(1,500), 20c-60c, 3 days. **Gross:** $2,500. (Average, $3,000.)

"EVERYTHING'S ROSIE" (Radio)
RKO PROCTORS—(1,500), 20c-60c, 3 days. **Gross:** $2,300. (Average, $3,000.)

"THE MAN IN POSSESSION" (M-G-M)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $5,850. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

St. Paul Heat Drives 'Em to Cool Theatres

Total $31,200 for 4 Theatres

ST. PAUL—Because this city has few beaches, the fans took refuge from the heat in the cooled theatres with the result that three houses went over average and the fourth just hit par. Both "The Night Angel" and "The Public Enemy" went up one grand.

Estimated takings for the week ending July 17 and year-round averages:

"THE NIGHT ANGEL" (Para.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"PUBLIC ENEMY" (Warners)
RIVIERA—(1,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"SWEEPSTAKES" (RKO-Pathe)
RKO ORPHEUM—2,600), 25c-50c, 7 days. Pat Rooney and son heading four acts. **Gross:** $12,000. (Average, $12,000.)

"CHANCES" (F. N.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,700. (Average, $2,000.)

"Night Angel" Buffalo Top With $22,400

Total $81,800 for 5 Theatres

BUFFALO—Business was somewhat better than last week, thanks to more favorable weather, but at that none of the attractions managed to hit par. The feature of the week was the swank premiere of "Salvation Nell" at the Lafayette, with regular Hollywood trimmings, and the picture grossed $10,000 against an average of $12,000. "The Night Angel" did a surprising $22,400 at the Buffalo, normal being $25,000.

Estimated takings for week ending July 17 and year-round averages:

"NIGHT ANGEL" (Para.)
BUFFALO—(3,300), 30c-65c, 7 days. Publix stage show. **Gross:** $22,400. (Average. $25,000.)

"CONFESSIONS OF A COED" (Para.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $9,800. (Average, $12,000.)

"THE MAN IN POSSESSION" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $22,000. (Average, $22,500.)

"WOMEN LOVE ONCE" (Para.)
HIPPODROME—(2,100), 25c-50c, 7 days. Vaudeville. **Gross:** $17,600. (Average, $20,000.)

"SALVATION NELL" (Tiff.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $10,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

'Legs' High in Providence; 'Soul' Hits Par

Total $41,300 for 5 Theatres

PROVIDENCE—Loew's State played "A Free Soul" this week and for the first time in months made par, $18,000, despite complaints that the Monday holiday given to store employes is raising havoc with business. The Majestic, leader for the past three weeks, went one grand above average with "Daddy Long Legs."

"Many a Slip" slipped plenty at RKO Victory, knocking grosses down to $2,100, while its sister house, RKO Albee, managed to get $4,200 out of "Woman of Experience." Paramount did badly with "Night Angel," grossing only $6,000.

Estimated takings for the week ending July 16 and year-round averages:

"A FREE SOUL" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $18,000. (Average, $18,000.)

"DADDY LONG LEGS" (Fox)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $11,000. (Average, $10,000.)

"MANY A SLIP" (Univ.)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $2,100. (Average, $6,500.)

"WOMAN OF EXPERIENCE" (Pathe)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $4,200. (Average, $9,000.)

"NIGHT ANGEL" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,000. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Mack M. C. in Buffalo

BUFFALO—Shea's Buffalo, without an m.c. for several weeks, will have Ted Mack in that capacity.

"Possession" $1,000 Over In Mill City

Total $47,500 for 5 Theatres

MINNEAPOLIS—"The Man in Possession" grabbed off top money, $21,000, at the Minnesota, although the week was shortened one day by a change in policy. The average for seven days at the house is $21,000. "Smart Money" also went over a grand at the State. A hot wave kept grosses down generally.

Estimated takings for the week ending July 17 and year-round averages:

"MEN OF THE SKY" (F. N.)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"THE MALTESE FALCON" (Warners)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,000. (Average, $2,500.)

"THE MAN IN POSSESSION" (M-G-M)
MINNESOTA—(4,000), 30c-75c, 6 days. James Hall heading vaudeville bill. **Gross:** $21,000. (Average, $20,000.)

"SWEEPSTAKES" (RKO Pathe)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaudeville. **Gross:** $14,000. (Average, $14,000.)

"SMART MONEY" (Warners)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Denver Gives Top Dough to 'Night Angel'

Total $41,000 for 5 Theatres

DENVER—Hot weather is doing its usual damage to theatres here, but the managers are resigned to this state of affairs and aren't doing much complaining. A good stage show at the Denver helped "The Night Angel" to ring up a gross of $14,000, only one grand under par. All the rest sank below average also.

Estimated takings for the week ending July 16 and year-round averages:

"THE NIGHT ANGEL" (Para.)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco "North, East, West and South" Idea. Fred Schmitt and orchestra. **Gross:** $14,000. (Average, $15,000.)

"ARIZONA" (Warners)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"GOLD DUST GERTIE" (Warners)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"CONFESSIONS OF A COED" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $11,000.)

"THE GIRL HABIT" (Para.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $3,000. (Average, $3,750.)

"BUY RIGHT BUT BUY NOW"

Adds Music Features

BUFFALO—Charles Manning, director of Shea's Buffalo orchestra, plans to offer production overtures with choral and scenic effects when the symphony orchestra is augmented in the fall.

'Woman' Beats Portland Par; $3,000 Over

Total $39,900 for 5 Theatres

PORTLAND—"I Take This Woman" took the week's lead, grossing $15,000 at the Paramount and raising the average ante by $3,000. "The Good Bad Girl" was also above average to the extent of $1,700 and "A Free Soul" in its second week at the Fox Broadway took $6,300, bettering normal by $1,300.

Estimated takings for the week ending July 16 and year-round averages:

"A FREE SOUL" (M-G-M)
FOX BROADWAY—(1,912), 25-50c, 2nd week, 7 days. **Gross:** $6,300. (Average, $5,000.)

"GOLDIE" (Fox)
FOX RIALTO—(1,498), 25-35c, 3 days. **Gross:** $1,600. (Average for week, $4,000.)

"GENTLEMEN'S FATE" (M-G-M)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,500. (Average for week, $4,000.)

"SMART MONEY" (Warner's)
HAMRICK'S MUSIC BOX—(1,800) 25c, 7 days. **Gross:** $3,800. (Average, $4,000.)

"I TAKE THIS WOMAN" (Para.)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "Three Big Figures" Idea. **Gross:** $15,000. (Average $12,000.)

"THE GOOD BAD GIRL" (Col.)
RKO ORPHEUM—(1,700), 25c-50c 7 days. Vaude. **Gross:** $11,700. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

'Broadminded' Hikes Omaha Gross $1,500

Total $27,000 for 5 Theatres

OMAHA—"Three Who Loved" led the grosses at first run stands last week with a take of $13,500 at the Orpheum, but the best comparative showing was made by "Broadminded" at the World, where the gross jumped to $7,000 in a house whose average is $5,500. Other houses did not do so well on the week.

Estimated takings for the week ending July 17 and year-round averages:

"THREE WHO LOVED" (Radio)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four RKO acts. **Gross:** $13,500. (Average, $12,500.)

"CONFESSIONS OF A COED" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"YOUNG SINNERS" (Fox)
STATE—(1,200), 25c, 4 days. **Gross:** $1,000. (Average, $1,200.)

"THEIR MAD MOMENT" (Fox)
STATE—(1,200), 25c, 3 days. **Gross:** $1,000. (Average, $900.)

"BROADMINDED" (F. N.)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $7,000. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

"Maciste" Sales

World's Trade Exchange, Inc., has sold "Maciste in Hell" to Capital Film Exchange for Greater New York, Upper New York and Northern New Jersey.

"BUY RIGHT—BUT BUY NOW"

Four Re-Signed

HOLLYWOOD—Paramount has signed new contracts with Judith Wood, Sam Mintz, Sidney Buchman and S. K. Lauren.

Jersey Allied Unit Set for 'Fireworks'

Plenty of doings are expected at Allied Theatre Owners of New Jersey's next regular meeting, among which will be decision on return of stage shows and elimination of double features, what action should be taken against certain film companies whose managers are alleged to be giving its members indifferent treatment and the new contract situation.

Plans for the next meeting place vary from the regular schedule in that members of the unit will gather at Asbury Park on July 21 instead of New York at the Lincoln Hotel.

"BUY RIGHT—BUT BUY NOW"

Spike Vitaphone-Erpi Suit Dropping Report

Hearings in the arbitration case of Vitaphone versus Electrical Research Products will be resumed about the middle of September. Vitaphone's action concerns royalties alleged to be due Warners and charges Erpi did not wire houses as rapidly as it could have in the early days of sound installations. Scheduled resumption of proceedings spikes reports that an out-of-court settlement in the case had been made. The contract between the two firms specifies that any differences must be arbitrated before court action is resorted to by either party.

"BUY RIGHT—BUT BUY NOW"

Rogers Seeks Release To Lead NBC Band

HOLLYWOOD—Buddy Rogers is trying to get Paramount to release him from his contract so that he can broadcast with band for NBC starting October 15 at the New Yorker Hotel in New York. Provided he cannot get his release, Rogers will try to have his agreement revised so that he can broadcast half the time and make pictures the other half. It is understood that Paramount's next option on his services calls for a $3,000 weekly salary.

"BUY RIGHT—BUT BUY NOW"

Two Musical Stars for New Vitaphone Series

Contracts are expected to be closed today or tomorrow for two musical stars for the series of Big Star two reel comedies being produced by Vitaphone. Stars already signed are Phil Baker, Harry Richman, William and Joe Mandel and Dr. Rockwell. Murray Roth is to direct the series at the Brooklyn Vitaphone plant.

"BUY RIGHT—BUT BUY NOW"

McCarthy Burial Today

BRIDGEPORT, Conn.—Funeral services for John P. McCarthy, 37, for the last three years manager of Loew's State at Providence, who died of peritonitis following an operation, are to be held today from his parents' home here. He had been affiliated with the show business for the last 23 years.

"BUY RIGHT—BUT BUY NOW"

Honor Muybridge

LONDON—A bronze portrait tablet of Eadweard Muybridge, commemorating his work as a pioneer in projection of motion pictures, has been unveiled at Kingston, near here. Muybridge made extensive investigations into animal locomotion in connection with his experiments.

Purely Personal

CRESS SMITH pulled a surprise Friday when he was married at the Little Church Around the Corner. "Jimmy" Ashcroft was best man.

SEBE GOODLET, Dallas Dynamo, won the Pat Garyn cup in the National Screen Service sales drive. Jack Flannery, Boston; Sam E. Hacking, Boston; Harry Kirchgessner, Philadelphia, and J. J. McCabe were other winners in the order named.

HAL HORNE, who burned up the track as an exploiteer and theatre operator in the West, is attacking his new job as head of U. A. advertising and publicity with characteristic vigor. Watch that new service department click under his direction.

IRENE DELROY had a couple of big events this week. Her marriage to William L. Austin, Jr., Long Island, took place the night before opening of her newest picture, "Men of the Sky," at the Brooklyn Strand.

A. CHARLES HAYMAN, president of the Lafayette Theatre Corp., Buffalo, is vacationing at his summer camp 300 miles north of Toronto. His Lafayette is to be closed for a week late in August for improvements.

Colonel E. C. Beatty has joined the "Buy Now" movement by signing a contract with J. R. Grainger for the 48 Fox pictures for the Butterfield circuit in 31 cities throughout Michigan.

WALTER EBERHARDT, just out of the hospital and still not so hot on his pins, says he's walking in 16 millimeter style. "And in slow motion, too," someone added.

R. A. O'BRIEN has been appointed RKO Pathe special representative traveling out of the home office under the supervision of E. W. Ballentine, manager of exchange operations.

MORRIS KUTINSKY is spending his summer at Long Beach. Si Seadler is also basking there and, of course, Glen Allvine. He's a permanent summer citizen of the beach resort.

MISS BIJOU FERNANDEZ, who has been ill with summer grippe, returned to her desk yesterday in the Artists' Bureau attached to the Warner circuit theatres.

MURRAY ASHER, veteran of Advance Trailer Service, recently merged with National Screen Service, is receiving congratulations on a new arrival. It's a girl.

PAT GARYN, of National Screen Service, got a tough break, returning from England just in time to hit the heat wave.

J. A. ENGLISH, and not J. A. Billings, as previously reported in error, is the new president of the Montana exhibitor unit. Beg pardon.

JOE ARKIN quit the billiard tournament at the Empee Club because he found his opponent was Jack Shapiro, his boss. Joe's a smart boy.

Julian Johnson, for 10 years with Paramount and more latterly a production supervisor on the Coast, is in New York for a few days.

MORTIMER D. SIKAWITT, president of Headline Pictures, shoots some hot enthusiasm from Hollywood over his latest, "A Private Scandal."

SYDNEY E. ABEL, who recently resigned as general sales manager of RCA Photophone, is vacationing in the Berkshires.

DAVE BADER accompanies "Grandpa" Carl Laemmle on that forthcoming European jaunt.

JOE LEO is preparing to move on that proposed new circuit of his. Numbers no object.

BOB COCHRANE is off to unknown parts. Vacation stuff.

"BUY RIGHT—BUT BUY NOW"

Jack Warner Sails

J. L. Warner, vice president and chief of all production activities on the Coast for Warners-First National, is now on his way to Europe accompanied by his young son, Jack, Jr.

Trading Light in Dull Market

	High	Low	Close	Net Change	Sales
Consolidated Film Ind. pfd	14⅜	14⅜	14⅜	+ ⅞	100
Eastman Kodak	145	143½	145	—1	800
Fox Film "A"	16⅝	16	16½	+ ¼	1,600
General Theatre Equip. new	3¾	3⅝	3⅝	— ¼	2,700
Loew's Inc.	44	43¾	44	+ ¼	500
Paramount Publix	24⅛	23½	23½	— ⅞	1,600
Pathe Exchange	1½	1½	1½	— ⅛	100
Pathe Exchange "A"	7	7	7	+ ⅛	100
RKO	15	13⅛	14½	+ ¼	3,900
Warner Bros.	7	6⅞	7	—	1,000

Fractional Gain on Film Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2¾	2¼	2¾	+ ¼	200
National Screen Service	21¼	21⅛	21⅛	— ⅞	200
Technicolor	6½	6½	6½	+ ½	100
Trans Lux	5⅞	5½	5⅞	+ ⅛	500

Bond Issues Steady

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	34¼	34¼	34¼	+1¼	1
Paramount Broadway 5½s '51	101½	100¼	101¼	— ¼	3
Paramount F. L. 6s '47	88½	88½	88½	— ½	1
Pathe 7s '37 ww	92¾	92	92¾	+ ¼	8
Warner Bros. 6s '39 wd	40	40	40	—	4

"BUY NOW" SALES

(*Continued from page 1*)

more in San Francisco, and the Hawaii Theatre of Honolulu. The Auditorium or Vaudette at Connersville, Ind., have signed contracts for Radio Pictures as have the Vermont, Colonial and Temple in Los Angeles, the Lyric in Carizoza, N. M.; Rialto in Long Beach, Cal.; Scenic in Sioux City, Ia.; De Sota, Loyal, Courtesy and Buchanan in Detroit; State in Newark, Del.; Carlton in Jamaica, L. I.; Inman, Cambridge, Mass.; Amendala, Rialto and Colonial in Niagara Falls, N. Y.; Dreamland of Holly, Pa.; Peacedale, Peacedale, R. I.; Rialto, Lancaster, New Haven, Conn.

Arkansas

Hoyt's, Fort Smith, Hoyt Kirkpatrick.

California

Broadway, San Diego, R. D. Whitson; Ward's, Pismo Beach, Ivan Rowley; Arabian, Oakland, Carbine and Carbine.

District of Columbia

Talsoma, Washington, Talsoma Theatre Corp.

Idaho

Onawa, Onawa, E. Weekes.

Illinois

Princess, Rushville, Lloyd Pearson.

Maryland

Dulse, Leonardtown, Kenneth Dulse.

Minnesota

Family, Pine City, H. N. Turner; Camden, Minneapolis, Wm. Volk.

Mississippi

Grand, Water Valley, W. S. Tyson.

Missouri

Peerless, and New Shenandoah, Oscar Lehr; Courter, Gallatin, John Courter.

Montana

American, Harlowton, Mrs. C. C. Moore.

Nebraska

Lyric, Takamah, Weekes & Wickman.

Ohio

State, Greenville, Phil Chakeres; Murphy, Wilmington, Phil Chakeres.

Pennsylvania

American, Erie, Mrs. J. Faver.

West Virginia

Matewan, Matewan, F. W. Hope & F. M. Allara.

Wisconsin

Fox, Osseo, E. H. Anderson; Garden, Osceola, R. Marks.

Max Fellerman of Bob Wolff's New York staff has followed up his Frisch circuit deal on Pathe's Personality Group with a similar deal for the Tivoli, Bobby, New Gates, Normandy and Parascourt theatres in Brooklyn.

"BUY RIGHT—BUT BUY NOW"

Grainger Stresses "Sell Right" Need

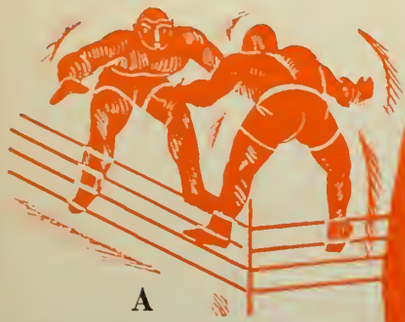
(*Continued from page 1*)

due to my modesty. I take it for granted that whoever buys Fox pictures is buying right. I further assume that the record of our product on percentage during the past year has convinced any critical film buyer that he was right in signing his contracts a year ago," he continues.

"In previous years, we have had many calls for rebates of film rental from theatres insisting they had paid too high a film rental, but now that percentage playing obliterates any necessity for overcharging, such complaints are reduced to a minimum. If we cannot agree on fixed prices, let the public decide by splitting the profits.

"The men with whom I have done film business during the past two decades know that I am always willing and anxious to be fair, and Fox Film Corp., under its present management values highly the esteem and good-will of the theatres which are in a sense its partners in prosperity."

EDUCATIONAL ANNOUNCES





A THRILLING NEW SERIES FOR 1931-1932

In Addition to Six One-Reel Series Previously Announced



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beginning with

"NO HOLDS BARRED"

featuring

GUS SONNENBERG

CHAMPION WRESTLER





Bristling with exciting thrills, America's greatest sports are brought to the screen and vividly described by a nationally popular sports writer.

The first release features an outstanding favorite—the man who brought wrestling into universal popularity—"Dynamite" Gus Sonnenberg.

Leading wrestlers of the United States and foreign countries—modern Goliaths hurling hundredweights of beef and muscle to the canvas—crowd this extraordinary subject with thrills and drama.

A different sport in each release, these pictures will feature exciting incidents of pronounced popular interest, described by Bill Cunningham in his own inimitable way.



Produced by
HOWARD C. BROWN
and
CURTIS F. NAGEL

BILL CUNNINGHAM
Famous Sports Writer





Educational Pictures

"THE SPICE OF THE PROGRAM"





EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, President*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 43 NEW YORK, TUESDAY, JULY 21, 1931 TEN CENTS

Move to Slash Salaries Hitting Stride on Coast

Act to Check Wage Cuts

Hollywood—Anticipating a general move to reduce players' salaries as part of the economy drive, several agents are making plans to checkmate what may eventuate into a fixed wage scale agreement, *The Hollywood Herald* said yesterday.

While the salary reduction movement may not be a concerted one, due purely to individual economic conditions, nevertheless it is general enough to cause agents considerable concern. Some believe the situation may decidedly imperil the agency business.

If studies set maximum salaries for specific types and roles both the actors and agents will suffer great reductions in income and it is not impossible that business representatives of players will set up defensive measures. Salary reductions are to highlight the next general meeting of the Artists' and Managers' Association, it is understood.

Free-Lancers First to Feel Pruning Knife In General Move

HOLLYWOOD—Salary slashing, begun some time ago by producers, is gaining momentum at the studios and soon will be in full swing. As usual, the free-lance workers are first to feel the axe. Ever since the retrenchment convulsions began to shake good old Hollywood, there have been efforts to shave and slice the pay checks of non-contract players.

Even stars have been asked to accept reductions or forego previously-agreed increases when their contracts came up for renewal.

One character actor was asked to accept a cut of $25 a day in salary, which was standardized at $150 a day. His agent told the casting office that the actor would not accept the slash. Almost every time a free-lance player is offered a part effort is made to induce him to accept less than his established salary.

The offensive against salaries dovetails with the drive to weed out deadwood in the studios.

Cites Exodus

"The grandest shaking-out of donothings and yessers that Hollywood ever has known is under way," is how *The Hollywood Herald* describes the move.

"Some already have folded their tents

(*Continued on page 6*)

Here's Allied Leader Ready To Do Buying

Careful Buying, Planning Called Prosperity Aid

DENVER—Harry Huffman, president of the Rocky Mountain Theatre Owners Association, is one Allied leader who endorses the "Buy Right—But Buy Now" movement championed by MOTION PICTURE DAILY.

Careful buying and planning now will aid greatly in bringing about a return to prosperity, Huffman believes. The veteran showman, who operates the Aladdin and Tabor here, has just returned from a trip to New York, Panama and the Coast.

The difference between people in those places and here is that there people are advertising that there is a depression, while here they are working to forget it, according to Huffman.

"BUY RIGHT—BUT BUY NOW"

Educational Winding Up Sales Meets Today

DENVER—Educational home office and field men today wind up the third of the firm's regional sales meetings. Nine branch managers from the territory from Kansas City to the Coast are in attendance. Bill Saal heads the home office contingent at the sessions, E. W. Hammons having returned to New York following the Chicago sessions.

"BUY RIGHT—BUT BUY NOW"

Pacent Reproducer W. E. Infringement

Reproducing equipment of the Pacent type infringes Western Electric patents, Federal Judge Clarence G. Galston, Brooklyn, ruled in an opinion handed down yesterday. The action against Pacent was brought in June, 1929 and is the first of a series of similar suits. Sol Wallerstein, Broadway theatre, Buffalo, was defendant in the action.

Business Spurts

Omaha—Paramount Publix officials at the divisional office here are elated over a sudden jump in business at outstate theatres. Houses in the smaller towns have all shown a pronounced increase in the past two weeks, particularly in western Nebraska, according to Gerald T. Gallagher, district manager.

Chicago Mayor May Revoke Licenses of 300 Operators

Chi Operators Move To Check Al Capone

CHICAGO—Possibility that Tom Maloy and his aides, indicted for alleged racketeering in conduct of the Chicago operators' union, may be ousted from the association or a new union formed is seen by Assistant State's Attorney Lounsbury, who handled the investigation. Today, 570 members of the union will meet to consider the situation. A letter sent to union members cites 24 counts against Maloy. Operators who attend will not be harmed, it is promised. Maloy's permit men, who turned over ten percent of their salaries to the union, have not been invited. A direct hook-up with Al Capone is charged against union officials.

"BUY RIGHT—BUT BUY NOW"

Koplar Alliance With Skouras Foes Amazes

ST. LOUI,—Harry Koplar's alignment with the group seeking a receivership for the Skouras enterprises and the St. Louis Amusement Co., has caused something of a sensation in local film circles. The ght is based on sale of the Skouras firms to aWrners for approximately $4,000,000. Sam B. Jeffries, attorney here for Warners, says there is no foundation for the charges made against the company under Warner management of the houses and will fight the case to the finish. Next hearing in the action is scheduled for today.

CHICAGO—Elimination of the second man in the projection booth, the object of the current action against the Chicago operators' union, is believed imminent, and may come from a wholly unexpected source.

This was apparent with the revelation that Mayor A. J. Cermak will act this week on a recommendation that Joe Maloy, city examiner of projectionists, who is under indictment for alleged irregularities in the licensing of operators, and for malfeas-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Florence Strauss New Columbia Story Head

Florence L. Strauss, formerly associated with First National and Fox, has been appointed story editor of Columbia Pictures. She will make her headquarters in the East. The new Columbia executive leaves for the West Coast today for a brief stay to confer with Harry Cohn, vice-president in charge of production. She will return to New York in a few weeks.

"BUY RIGHT—BUT BUY NOW"

Use Screen to Solve Nation Ills—O'Toole

WRIGHTSVILLE BEACH, N. C.—Use of the nation's screens in solving the present "uneconomic and unnecessary unemployment situation" was urged here Monday by M. J. O'Toole, secretary of the M. P. T. O. A., in addressing the convention of North

(*Continued on page 6*)

Goe Resigns August 1 from Tiffany Post

Carl J. Goe, for several months general sales manager of Tiffany, has resigned. His resignation becomes effective August 1. Goe succeeded Oscar Hanson as general sales manager of the company, when the latter became a vice president and general manager.

Since the deal, which placed phy-

(*Continued on page 6*)

Grainger in Ice

The air-cooling system that cools the big preview theatre in the Fox home office has been extended into Jimmy Grainger's office.

Now Grainger can let off steam without interruption and keep cool at the same time. The only thing missing is a refrigerator to convert the icing air into cubes.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 21, 1931 No. 43

MARTIN QUIGLEY
Editor-in-Chief and Publisher
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

It's There

IF we tell you that the crook meller formula still clicks and if, in reply, you raise an eyebrow in our direction, we hardly blame you. Yet, it is a fact that this done-to-death type of yarn can continue to grip and hold.

"Transatlantic," made by William K. Howard for Fox, defies the routine and comes through as an engrossing picture.

A banker and his wife, his mistress, a lens grinder whose money is jeopardized by the banker's failure, a gentleman crook and an opposing mob play out their parts against an ocean greyhound background. Like the ship itself the tempo never stays still.

If ever we saw a picture that illustrates what an intelligent directorial hand can do, this is one. Howard's touch is always intelligent, deft and telling. Not only is it the clever nuances of his competent cast that count, but very pronounced dramatic emphasis is added to "Transatlantic" by lighting and camera angles.

"TRANSATLANTIC" is one of the best examples we have seen of an effective combination of silent and talker technique. The revolver battle up and down the spider-like structure of the engine room provides a different and walloping kick. We recommend it.

KANN

Purely Personal

PHIL REISMAN lives in New Rochelle. The other night he drove up to the house, remained a few minutes, emerged with a bundle under his arm, and hurried right back to New York. Why, you ask? Harold B. Franklin can tell.

NAT KURTZ, for nine years with Paramount's New York exchange in various sales territories, has resigned to join Harry Buxbaum's staff at Fox. He'll have charge of the entire Jersey territory.

CHARLIE EINFELD is going in for the smile-that-won't-wear-off stuff. He has taken off eight pounds playing handball. May mean nothing to you, but it does plenty to Einfeld.

SAM COCALIS recently was fooled by a MOTION PICTURE DAILY representative when the reporter didn't hand him a summons. Sam thought the leg man was a process server.

PAUL BURGER has a new carpet in his office. He says the old one was saturated with tears of exhibitors. This will take the place of the Wailing Wall, he asserts.

SIDNEY GARRETT'S temporary disappearance from the Motion Picture Club, a little sleuthing discovers, took him to Montreal and Lake Placid.

HARRY LORCH, western sales manager for Universal, is up for M. P. Club membership. Phil Reisman and Ted Schlanger are sponsoring him.

GARY COOPER sails tomorrow for New York to co-star with Claudette Colbert in "Sal of Singapore" at the New York Paramount studio.

MAX MILDER, so the Warner-First National boys hear from London, is going in for gray toppers and spats. Can you imagine that?

Peter, the Great

Mike Simmons is going into the shoe business on a wholesale scale. In addition to his own, his frau's and Michael, Jr., the supply now includes a youngster dubbed Peter, to be further dubbed "The Great," who opened eyes on the Big Town Sunday afternoon.

"Baby lusty and mother smoked a Murad three hours after the child was born," reported Mike recklessly yesterday.

JOE E. BROWN is to make a personal appearance tour of Warner theatres. His act will open July 31 at the Warner in Milwaukee.

AL ROCKETT, now convalescing at a Hollywood hospital, is to go to Europe for a rest after his discharge from the hospital.

HERSCHEL STUART and A. L. Suchman are now members of the picture club. And in good standing, to boot.

MORT SPRING'S family is summering in Atlantic City. So Mort goes down by 'plane every week-end.

PAULA GOULD, veteran publicist, has her latest story, "Pent House," in the August number of *Screenland*.

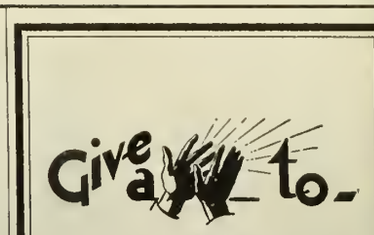
HERMAN ROBBINS, president of National Screen Service, returns tomorrow from his vacation.

TONY RICCI has quit as Fox New Jersey salesman to take care of his realty interests.

AMBROSE J. ("Bo") DOWLING appears daily now with a flowered button-hole.

FAY WRAY en route to Hollywood.

BERT ADLER is vacationing.



William K. Howard for his direction of "Transatlantic"

Two New Educational Managers Appointed

CHICAGO—Appointment of two new central district managers was made during the Educational convention here. They are O. S. Barnett, Louisville, and J. A. Harris, Milwaukee. Both are promotions from the ranks.

Central district representatives expressed regret over the absence of A. S. Kirkpatrick, assistant general manager of Educational, whose illness caused him to miss this year's convention, the first in ten years which he has not been on hand to conduct.

"BUY RIGHT—BUT BUY NOW"

"Big Trail" Is Basis of Plagiarism Suit

CHICAGO—An injunction restraining Fox from showing or leasing "The Big Trail" is asked in a suit filed in U. S. District court here by Mrs. Florinda Gardner, writer, who charges illegal use of a scenario of hers in the production. Mrs. Gardner also asks an accounting of the profits from the film.

The bill states that after copyrighting her scenario, "The Trail and Trials of the Mormon Pioneers," on August 30, 1923, she submitted the work to Fox, which later returned it as unsuitable. Mrs. Gardner then alleges that the company "unfairly and illegally used the results of my work in the production of 'The Big Trail'."

"BUY RIGHT—BUT BUY NOW"

Exchange Deal Set

CLEVELAND—The local Educational exchange will take over the physical distribution of all Tiffany product on July 25, according to H. R. Skirboll, Educational branch manager. William Shapiro retains an interest in the six offices which he formerly operated under a franchise, and he will continue to be in charge of Tiffany sales in these offices which are Boston, New Haven, Cleveland, Cincinnati, Pittsburgh and Detroit.

"BUY RIGHT—BUT BUY NOW"

Back from Honolulu

SAN FRANCISCO—Film folks returning from Honolulu have been trickling through this town en route to Hollywood. The latest to stop off here were Gilbert Roland, Norma Talmadge, Ben Lyon, Bebe Daniels and Louella Parsons.

Loew's Takes Charge Of Capitol Publicity

The Capitol Theatre publicity and advertising department has been reorganized, with supervision of its activities now placed in the home office advertising department of Loew's Theatres, instead of being an individual unit. Bessie Mack continues to handle the Capitol publicity, under the direction of the Loew publicity director. The Capitol advertising, instead of being handled in the M-G-M advertising department, is being prepared and placed through Loew's advertising department.

"BUY RIGHT—BUT BUY NOW"

Shea Buffalo Houses Playing Paramounts

BUFFALO—After a long dearth of Paramount product, all three Shea-Publix first-runs are playing Paramount films this week.

"BUY RIGHT—BUT BUY NOW"

Play New Season Films

"The Magnificent Lie," first of the new season's Paramount pictures, opens Friday at the New York and Brooklyn Paramount theatres.

Chas. Bauman Dies; Hold Services Today

Funeral services will be held this morning at 9:30 A.M. for Charles O. Bauman who died in his 58th year on Saturday.

Bauman was prominent in the early days of the industry as a partner of Adam Kessel in Kessel and Bauman. Operating under the brand name of "Kay Bee," the company first brought Charles Chaplin to pictures. Originally bookmakers at the Sheepshead Bay race track, others of their early production ventures included contracts with Thomas H. Ince who was signed away from Universal, and Mack Sennett who went to "Kay Bee" from Biograph.

Bauman is survived by his widow, Anna; a daughter, Mrs. Daniel Kelly; a brother, August and a sister, Mrs. Philip Brandneier. The services will be held from Bauman's home, 8 Surrey Lane, Great Neck, L. I. Interment will be at Saint John's Cemetery.

"BUY RIGHT—BUT BUY NOW"

Goldwyn Signs Joan

HOLLYWOOD—Joan Bennett has been given a term contract by Samuel Goldwyn. She will star in two pictures yearly.

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SURE FIRE TODAY!



MOTHER LOVE!



CLEAN, WHOLESOME ROMANCE!

The musical romance that delighted N. Y. for over a year!



FUN!

EDDIE DOWLING *in*

"HONEYMOON LANE"

JUNE COLLYER
RAYMOND HATTON
RAY DOOLEY
NOAH BEERY

"'HONEYMOON LANE' PLEASES FULL OF GOOD CLEAN FUN"

"Any audience will welcome 'Honeymoon Lane' as a relief from the current run of gun-dramas and such. It is the kind of entertainment that exhibitors refer to as a 'great picture'—AFTER they've played it."

—Hollywood Reporter

A. V. & D. Production. Presented by M. E. Comerford and William M. Vogel. In association with Sono-Art.

Released by

PARAMOUNT

Chicago Pulls Film as Heat Blisters City

Total $149,904 for 8 Theatres

CHICAGO—Grosses were kept at a low summer level by the return of a heat wave which did so much damage that it forced Balaban & Katz to pull "Women Love Once" at the Chicago after six days during which it grossed only $26,250 as against a weekly average of $46,000. This is an unprecedented procedure at this ace week stand.

"Hell Bound" was good for $23,100 at the Palace, with Harry Langdon and four other vaudeville acts helping to bring it within $900 of the par figure of $24,000.

Estimated takings for the week ending July 15 and year-round averages:

"A FREE SOUL" (M-G-M)
McVICKERS—(2,284), 35c-50c-75c-85c, 3d week, 7 days. **Gross:** $18,780. (Average, $28,500.)

Week ending July 16:

"THE VIKING" (Independent)
ROOSEVELT—(1,591), 35c-50c-75c-85c, 1st week. **Gross:** $16,450. (Average, $23,200.)

Week ending July 17:

"WOMEN LOVE ONCE" (Para.)
CHICAGO—(4,000), 35c-50c-75c-85c, 6 days. Publix stage show, orchestra. **Gross:** $26,250. (Average, $46,000.)

"CHANCES" (Warners)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage show, orchestra. **Gross:** $23,900. (Average, $36,500.)

"WHITE SHOULDERS" (Radio)
ORPHEUM—(665), 35c-50c-75c, first week, 2nd Loop run. **Gross:** $2,864. (Average, $3,200.)

"A WOMAN OF EXPERIENCE" (RKO-Pathe)
STATE-LAKE — (2,776), 35c-50c-75c-85c, first week. **Gross:** $17,890. (Average, $30,200.)

"THE SMILING LIEUTENANT" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 2nd week. **Gross:** $20,670. (Average, $24,600.)

Week ending July 18:

"HELL BOUND" (Tiff.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Vaudeville headed by Harry Langdon, orchestra. **Gross:** $23,100. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

"Indiscreet" Up $4,500 in Kansas City

Total $59,400 for 5 Theatres

KANSAS CITY—Despite the heat, theatres generally fared well, two hitting average and two going above the mark. The leader was "Indiscreet," which drew in the fine gross of $19,000 at the Midland, whose par figure is $14,500.

Estimated takings for the week ending July 18 and year-round averages:

"SWEEPSTAKES" (RKO-Pathe)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $15,000. (Average, $15,000.)

"INDISCREET" (U. A.)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $19,000. (Average, $14,500.)

"NIGHT NURSE" (Warners)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $12,500. (Average, $12,500.)

"CONFESSIONS OF A CO-ED" (Para.)
LIBERTY—(1,200), 35c-50c, 7 days. **Gross:** $6,000. (Average not determined yet.)

"STEPPING OUT" (M-G-M)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,900. (Average, $6,000.)

"Money" and "Soul" Lead In Baltimore

Total $47,840 for 6 Theatres

BALTIMORE—Torrid weather hammered box-offices here last week. Night patronage at all houses was off, but matinees pulled very well, especially in the refrigerators.

Loew's Valencia and Parkway and Warners' Metropolitan were the only ones doing much above average, the first, $1,000 more, the second, $1,100, and the third with $1,500 above average. The first two had "A Free Soul" for a second run while the Met had "Smart Money," which everybody liked.

Estimated takings for the week ending July 16 and year-round averages:

"BIG BUSINESS GIRL" (F. N.)
KEITH'S—(2,500), 25c-50c, 6 days, plus Sunday midnight performance. **Gross:** $5,440. (Average, $5,500.)

Week ending July 17:

"SMART MONEY" (Warners)
WARNERS' METROPOLITAN—(1,300). 6 days. **Gross:** $6,000. (Average, $4,500.)

Week ending July 18:

"CONFESSIONS OF A CO-ED" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, "Get Set," orchestra. **Gross:** $17,500. (Average, $19,000.)

"A FREE SOUL" (M-G-M)
(Shown downtown after one week at the Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $4,600. (Average, $3,500.)

"WOMEN LOVE ONCE" (Para.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $15,500. (Average, $17,500.)

"A FREE SOUL" (M-G-M)
(Shown uptown after one week at the Stanley downtown.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,800. (Average, $2,800.)

"BUY RIGHT—BUT BUY NOW"

"Trader Horn" Doubles Take In Okla. City

Total $25,000 for 5 Theatres

OKLAHOMA CITY—The closing of the Warner Theatre helped the other first-runs to better the previous week's intakes, but at that there was little to brag about. "Trader Horn" was entitled to the first honors, for it doubled the weekly average of $1,000 at the Victoria, suburban house.

Estimated takings for the week ending July 17 and year-round averages:

"NIGHT ANGEL" (Para.)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $6,500. (Average, $8,000.)

"TRANSGRESSION" (Radio)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $4,500. (Average, $7,000.)

"TRADER HORN" (M-G-M)
VICTORIA—(850), 10c-35c, 7 days. **Gross:** $2,000. (Average, $1,000.)

"THEIR MAD MOMENT" (Fox)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $5,000. (Average, $7,500.)

"UP FOR MURDER" (Univ.)
LIBERTY—(1,500), 10c-35c-50c, 7 days. **Gross:** $7,000. (First week under new policy.)

"Seed" Leader In 3rd Week In Milwaukee

Total $70,000 for 7 Theatres

MILWAUKEE, Wis.—Another hot spell at the tail-end of the week had its part in somewhat spiking box-office receipts. "Seed" took in $10,000 at Universal's Alhambra and was good for a third week. "A Free Soul" opened big at Fox's Strand theatre and was good for $8,000.

Estimated takings for the week ending July 17 and year-round averages:

"SEED" (Univ.)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 3rd week, 7 days. **Gross:** $10,000. (Average, $8,000.)

"THEIR MAD MOMENT" (Fox)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $9,500. (Average, $10,000.)

"ARIZONA" (Col.)
PALACE—(2,587), 25c-35c-50c-60c, 4 days. **Gross:** $4,000. (Average, $9,800.)

"SWEEPSTAKES" (RKO-Pathe)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. Vaudeville. **Gross:** $14,000. (Average, $13,000.)

"A FREE SOUL" (M-G-M)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $6,500.)

"NIGHT NURSE" (Warner)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. Miss Gene Dennis in person. **Gross:** $11,000.

"I TAKE THIS WOMAN" (Para.)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. Fanchon & Marco Idea. **Gross:** $13,500. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

Only Two Hit Par Mark in Philadelphia

Total $119,000 for 8 theatres

PHILADELPHIA—Last week was a poor one for theatres in the Quaker City, only two going over par to the tune of $1,000 each—"Three Who Loved" at the Earle, where it grossed $19,000, and "A Free Soul" at the Karlton, the take being $6,000. "Woman of Experience" took a drop of $7,000 at the Stanley.

Estimated takings for the week ending July 16 and year-round averages:

"UP POPS THE DEVIL" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $3,000. (Average, $3,000.)

"THREE WHO LOVED" (Radio)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $19,000. (Average, $18,000.)

"THE BLACK CAMEL" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $24,000. (Average, $26,000.)

"A FREE SOUL" (M-G-M)
KARLTON — (1,000), 40c-50c, 6 days. **Gross:** $6,000. (Average, $5,000.)

"GIRL HABIT" (Para.)
KEITH'S — (1,800), 35c-50c-75c, 6 days. **Gross:** $12,000. (Average, $15,000.)

"THE MAN IN POSSESSION" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $36,500. (Average, $40,000.)

"WOMAN OF EXPERIENCE" (RKO-Pathe)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $11,000. (Average, $18,000.

"TRANSGRESSION" (Radio)
STANTON — (1,700), 26c-65c, 6 days **Gross:** $7,500. (Average, $11,000.)

'Smart Money' Par in Boston; Others Down

Total $140,000 for 8 Theatres

BOSTON—Some improvement was shown over last week, but box-office grosses are still far from satisfactory and are well below last season's totals. Transients supplied some business for the downtown houses. Nightly dancing in the cool lounge at the Metropolitan has opened for the season, helping to boost grosses. "Smart Money" was fair. "Never the Twain Shall Meet" at the Orpheum grossed well.

Estimated takings for the week ending July 16 and year-round grosses:

"UP FOR MURDER" (Univ.)
KEITH BOSTON—(2,500), 25c-50c, 7 days. Vaudeville. **Gross:** $17,000. (Average, $18,000.)

"A WOMAN OF EXPERIENCE" (RKO Pathe)
KEITH'S—(2,800), 25c-60c, 7 days. **Gross:** $17,500. (Average, $18,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaudeville. **Gross:** $19,500. (Average, $20,000.)

"THE MAN IN POSSESSION" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $19,000. (Average, $20,000.)

"WOMEN LOVE ONCE" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. **Gross:** $31,000. (Average, $32,000.)

"NIGHT NURSE" (Warners)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"SMART MONEY" (Warners)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaudeville. **Gross:** $15,000. (Average, $15,000.)

"NIGHT NURSE" (Warners)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $11,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Montgomery Best Bet in Des Moines

Total $21,900 for 3 Theatres

DES MOINES—Star power proved the victor in a battle with renewed assaults of Old Sol upon Des Moines. The temperature went up and up, but the B. O. showed a steady increase in business at the Des Moines, where Robert Montgomery in "The Man in Possession" scored in a smart comedy, grossing $8,000, or $1,000 above average.

Estimated takings for the week ending July 18 and year-round averages:

"THE MAN IN POSSESSION" (M-G-M)
DES MOINES—(1,600), 25c-35c-60c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"TOO YOUNG TO MARRY" (F. N.)
PARAMOUNT—(1,700), 25c-35c-60c, 3 days. Vaude. **Gross:** $5,000. (Average for week, $12,000.)

"FORBIDDEN ADVENTURE" (Para.)
PARAMOUNT—(1,700), 25c-35c-60c, 4 days. Vaude. **Gross:** $5,500. (Average for week, $12,000.)

"GIRL HABIT" (Para.)
STRAND—(1,600), 20c-30c, 4 days. **Gross:** $2,300. (Average, $1,700.)

"THEIR MAD MOMENT" (Fox)
STRAND—(1,600), 20c-30c, 3 days. **Gross:** $1,100. (Average, $700.)

Twin Bill Is B.O. Draw in Montreal Heat

Total $14,200 for 6 Theatres

MONTREAL—You couldn't strike up a conversation with anybody in Montreal during the week except about the continued hot weather which just about constitutes a record. Even with Montreal's cosmopolitan population, a picture like "Women of All Nations" with Victor McLaglen in command, could draw only $11,000.

Perhaps the best of the assortment was found at the Capitol where two Paramount features were relatively popular to the tune of $9,800, the twin bill comprising "I Take This Woman" and "Forbidden Adventure." Gary Cooper, in the former, is well-liked here.

Loew's stepped down to $9,000 on "Stepping Out" and five vaude acts while the Princess was away off color with nothing much in the way of a ballyhoo for "The Colonel's Lady," the gross being a meagre $7,200, the lowest of the season.

Estimated takings for the week ending July 17 and year-round weekly averages:

"I TAKE THIS WOMAN" (Para.) and "FORBIDDEN ADVENTURE" (Para.)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $9,800. (Average, $12,500.)

"MEN OF THE SKY" (F. N.) and "THE LADY REFUSES" (Radio)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3.700. (Average, $5,100.)

"STEPPING OUT" (M-G-M)
LOEW'S—(3,115) 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $9,000. (Average, $13,000.)

"WOMEN OF ALL NATIONS" (Fox)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $11,000. (Average, $14,000.)

"COLONEL'S LADY" (Col.)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $7,200. (Average, $13,000.)

"KICK IN" (Para.) and "CONQUERING HORDE" (Para.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,500. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Heat Knocks Out Grosses In Charlotte

Total $14,900 for 2 theatres

CHARLOTTE—The weather was hot and the grosses lukewarm. That tells last week's box-office history in a nutshell. "Son of India" was relatively the best, getting $5,000, or $500 below average.

Estimated takings for the week ending July 17 and year-round averages:

"THE GOOD BAD GIRL" (Col.)
BROADWAY—(1,167), 25c-50c, 3 days. **Gross:** $2,000. (Average, $3,750.)

"MEN OF THE SKY" (F. N.)
BROADWAY—(1,167), 25c-50c, 3 days. **Gross:** $3,200. (Average $3,750.)

"WOMEN LOVE ONCE" (Para.
CAROLINA — (1,441), 40c-50c, 3 days. **Gross:** $4,700. (Average, $5,500.)

"SON OF INDIA" (M-G-M)
CAROLINA — (1,441), 40c-50c, 3 days. **Gross:** $5,000. (Average, $5,500.)

Montgomery Best Bet in Indianapolis

Total: $38,500 for 5 Theatres

INDIANAPOLIS — Robert Montgomery's "The Man in Possession" made the best showing last week getting $9,500 at the Palace or $1,500 above average. "Lover Come Back" at $7,000, was the only other picture which hit above par. Nick Lucas helped the take. Heat hurt business.

Estimated takings for the week ending July 17 and year-round weekly averages:

"THEIR MAD MOMENT" (Fox)
APOLLO—(1,100), 25c-50c. 7 days. **Gross:** $4,000. (Average, $4,000).

"PARTY HUSBAND" (F. N.)
CIRCLE—(2,600), 25c-50c, 7 days. **Other attractions:** Bradley Kincaid in person. **Gross:** $5,000. (Average, $5,000.)

"I TAKE THIS WOMAN" (Para.)
INDIANA—(3,300), 25c-65c. 7 days. **Other attractions:** Publix unit. **Gross:** $13,000. (Average, $13,0000.)

"LOVER COME BACK" (Col.)
LYRIC—(2,000), 25c-50c. 7 days. **Other attractions:** RKO vaudeville. **Gross:** $7,000. (Average, $6,000.)

"THE MAN IN POSSESSION" (M-G-M)
PALACE—(2,800), 25c-50c. 7 days. **Gross:** $9,500. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Shriners Hit B.O. Grosses In Cleveland

Total $66,000 for 5 theatres

CLEVELAND — Seventy thousand Shriners here in convention, with daily parades and night exhibitions, shot holes in grosses generally. "Broadminded," playing at Warner's Lake, alone escaped the jinx, getting $9,000 in nine days against a weekly par of $5,000.

Estimated takings for the week ending July 16 and year-round averages:

"ANNABELLE'S AFFAIRS" (Fox)
STATE—(3,400), 7 days, 30c-60c. **Gross:** $15,000. (Average, $20,000.)

Week ending July 17:

"THE MAN IN POSSESSION" (M-G-M)
ALLEN—(3,300), 7 days, 30c-60c. **Gross:** $13,000. (Average, $18,000.)

"SWEEPSTAKES" (R-K-O Pathe)
RKO HIPPODROME—(4,100), 7 days, 25c-50c-75c. **Gross:** $11,000. (Average, $15,000.)

"ARIZONA" (Col.)
RKO PALACE—(3,100), 7 days, 25c-35c-75c. **Gross:** $18,000. (Average, $23,000.)

"BROADMINDED" (F. N.)
WARNER'S LAKE—(800), 9 days, 40c-60c. **Gross:** $9,000. (Average for week, $5,000.)

"BUY RIGHT—BUT BUY NOW"

Showman-Mayor of Seattle Is Recalled

SEATTLE—Mayor Frank Edwards, former exhibitor of this city, who rode into the mayor's office of Seattle as his first political venture three years ago and was re-elected by a tremendous majority last year, was recalled this week.

"BUY RIGHT—BUT BUY NOW"

Sunday Shows Win

CENTRAL CITY, Neb.—At a special election Sunday pictures were legalized by a majority of 232 votes.

Tropical Heat In Toronto Is B.O. Damper

Total: $58,100 for 5 Theatres

TORONTO—Tropical heat reigned here and did a lot of damage to box-offices, none of which went over par. The cool Imperial grossed a fair $14,500 with "Sweepstakes" and "On Ze Boulevard," Publix stage unit, which was appropriate for the French national holiday, Bastille Day, July 14.

Shea's was better than recent weeks with $11,500 with "Big Business Girl" and five attractive vaudeville acts, the coolness of the theatre also helping.

Loew's slipped a cog or two, however, with "Never the Twain Shall Meet" which registered $11,800, just so-so.

Estimated takings for the week ending July 17 and year-round weekly averages:

"SWEEPSTAKES" (RKO-Pathe)
IMPERIAL — (3,444), 15c-25c-35c-50c-65c-75c. 6 days. Publix stage show. **Gross:** $14.500. (Average, $16,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c. 6 days. **Gross:** $11,800. (Average, $15,000.)

"BIG BUSINESS GIRL" (F. N.)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $11,500. (Average, $13,000.)

"CHANCES" (F. N.)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $10,500. (Average, $12,500.)

"WHITE SHOULDERS" (Radio)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $9,800. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

'Transgression' Leads Houston In Fair Week

Total $27,700 for 4 theatres

HOUSTON—One of the inexplicable turns of show business brought box office returns last week far above those of the preceding six weeks, although the attractions did not seem to warrant the spurt. Only "Night Angel," which got but $6,500 at the Metropolitan, fell below average. "Transgression" was high at $8,500. The heat continued with Coast storms adding to the sultry discomfort.

Estimated takings for the week ending July 16 and year-round averages:

"CHANCES" (F. N.)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"SON OF INDIA" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $7,700. (Average, $7,000.)

"NIGHT ANGEL" (Para.)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"TRANSGRESSION" (Radio)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

Closing Columbus House

COLUMBUS—There is indication that J. Real Neth will shortly close his Grand theatre in heart of the business district for extensive remodeling. It is understood that architectural plans have been developed, but Neth refuses comment.

"Kiki" Flops On Slams in Ottawa Stand

Total: $13,600 for 4 Theatres

OTTAWA—Last week's hit was "Laughing Sinners" at the Regent where the crowds were on the heavy side all week in spite of torrid temperature, the gross being $5,200 or only $200 under par. A good week was also registered at the Imperial where the attraction was "Gold Dust Gertie," Winnie Lightner being the magnet for $2,800 which was also close to average.

The local flop was "Kiki" at the Centre which was down to $3,600 on word-of-mouth slamming. There was scarcely a counter-attraction in the way of outdoor features except golf and tennis and popular pictures had things pretty much their own way.

The new all-vaudeville policy at the Embassy took some who, otherwise, would have gone to Keith's which is now closed for repairs. The Avalon just loafed along with "Reaching for the Moon," first half, and "Six Cylinder Love," last half, the latter accounting for a bare $1,050.

Estimated takings for the week ending July 17 and year-round weekly averages:

"REACHING FOR THE MOON" (U. A.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $950. (Average, $1,300).

"SIX CYLINDER LOVE" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. Gross: $1,050. (Average, $1,300.)

"KIKI" (U. A.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $3,600. (Average, $4,600).

"GOLD DUST GERTIE" (Warners)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,800. (Average, $3,000.)

"LAUGHING SINNERS" (M-G-M)
REGENT—1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,200. (Average, $5,400.)

"BUY RIGHT—BUT BUY NOW"

'Stepping Out' Gets Seattle Top Money

Total $45,000 for 5 theatres

SEATTLE—The big money in town, $13,000, went to "The Man in Possession" at the Fox Fifth Avenue, which was $1,000 better than deadline, but "Stepping Out" at the Fox Coliseum did relatively better by beating par by $1,500, grossing $6,500. As a result it was held over three days.

Estimated takings for the week ending July 14 and year-round averages:

"STEPPING OUT" (M-G-M)
FOX COLISEUM—(2,000), 25c-35c-50c-75c, 7 days. **Gross:** $6,500. (Average, $5,000.)

"THE MAN IN POSSESSION" (MGM)
FOX FIFTH AVENUE—(2,750), 25c-35c--75c, 7 days. **Gross:** $13,000. (Average, $12,000.)

"THE OTHER WOMAN"
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $7,000. (Average, $6,500.)

"THE MALTESE FALCON" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"TRANSGRESSION" (Radio)
RKO ORPHEUM — (2,650). 25c-35c-50c-60c-75c, 7 days. Vaudeville. **Gross:** $12,500. (Average, $13,500.)

Salary Slash Fight Raging In Hollywood

(Continued from page 1)

and stolen quietly away; others are on their way to the chopping block.

"And when the bugle call is sounded for the big Fall drive there will be many cavities in the ranks of major and minor studio executives.

"Big production executives, such as Louis B. Mayer, Winfield Sheehan, B. P. Schulberg, the Warners, the Cohns and Sam Goldwyn, probably would not admit they are bearing down, but by October 1 many heretofore important faces will be absent from some important places.

"Just as necessity is the mother of invention, so has necessity been a blessing in disguise for the harassed production heads. Called upon to economize on a big scale, they have turned to their trusted lieutenants for help and, in numerous cases, have failed to find it. Instead, they have encountered non-cooperation in such high degree as to approximate disloyalty—in places where they have every reason to expect 100 per cent assistance.

"That many posts heretofore considered important are to be abolished is indicated by a statement issued yesterday by B. P. Schulberg, who stated the office of executive assistant vacated by Dave Selznick has been wiped out with its duties being split up among several studio production executives.

"In all studios, dismissals will come under the head of economy, but the actual reason in most cases will be that the victims are unnecessary or incompetent.

"This is the first time that a major turnover in executive or near-executive jobholders has been projected. In writing, acting and directorial fields the personnel mortality rate is high and frequent, but until now the boss and straw boss divisions have been let alone. Depression however, has proved stronger than friendship or contracts and the guillotine has been wheeled into place.

"One branch that is certain to show a large casualty list is that of supervisors. These will be reduced in number and raised in ability. Also they will be business men and not volunteer authors, directors or property men in future.

"On one big lot this week, a high-salaried supervisor came in all fagged out, and when asked what tired him replied: "'I've been chasing around two full days looking for a herd of long-horned cattle.'

"Under the future studio programs, such wearing tasks will be left to the property men and their assistants."

"BUY RIGHT—BUT BUY NOW"

W.B.-F.N. Executives On "Buy Now" Trips

There will be an exodus of Warner-First National executives from the home office this week. Gradwell L. Sears, western general sales manager, will leave this morning for Chicago and points West. Claude C. Ezell, eastern general sales manager, will also leave the city today for surveys in the Washington territory.

A. W. Smith, Jr., eastern sales manager, left last night for Chicago, visiting Cleveland, Indianapolis and Cincinnati.

In the Warner theatre department Dan Michalove is planning to instill a lot of ginger in the zone managers regarding Warner-First National product for next season.

"BUY RIGHT—BUT BUY NOW"

Edelhertz Buried

Funeral services were held yesterday morning from the Riverside Memorial Chapel for Bernard Edelhertz, former exhibitor and officer of the Theatre Owners Chamber of Commerce, who committed suicide on Friday. Interment took place at Mount Pleasant Cemetery.

A delegation representing the Motion Picture Club attended the services.

Looking 'Em Over

"Arizona"

(*Columbia*)

CLEVELAND—George B. Seitz has re-made this once popular play of Augustus Thomas into a melodrama that held little interest for audiences at the RKO Palace. Either the problem appeared to be too old-fashioned to be interesting, or it isn't a problem at all, according to present day standards.

Today a young woman of doubtful morals ordinarily doesn't go into hysterics when her young man lets her down—even if he is a six-foot West Point cadet and a football hero to boot. And after marrying the young man's guardian and superior officer in retaliation, a present day matron wouldn't compromise herself and the young man in order to break up a love affair between him and her sister. It doesn't ring true. Also, it lacks subtlety.

Laura LaPlante, who has hit the mark in comedy parts, fails to convince in this heavy role. Forrest Stanley, as the superior officer and husband, is dignified and convincing. June Clyde as the sister lifts the drama from the ages with her youth and buoyancy, while John Wayne is so repressed one suspects he has no emotions at all.

"BUY RIGHT—BUT BUY NOW"

"The Star Witness"

(*Warners*)

HOLLYWOOD—The hero in "The Star Witness" is an aged veteran of the Civil War. There is not a love scene in the entire picture. In this picture what would ordinarily be a background is made the foreground of the plot.

Leads are made of those who by the usual recipe would be character players. And all this with such success that critics arose with joy, shook hands with each other and with themselves as they went forth from the projection room.

The theme is patriotism. Against this background the gangster is shown in his true size and color.

There have been so many gangster pictures that a brand new yarn was needed to put another over. Warners did this and in "The Star Witness" departed from all the old ingredients of picture story telling.

Goe Resigns August 1 from Tiffany Post

(Continued from page 1)

sical distribution of the Tiffany product through Educational, Goe has been serving as representative of the various Tiffany producers. Prior to joining Tiffany as assistant sales manager, Goe served in a similar capacity with First National and Universal.

March in Dual Role

HOLLYWOOD—Paramount has assigned Fredric March to the dual role of "Dr. Jekyll and Mr. Hyde," with Miriam Hopkins opposite.

"BUY RIGHT—BUT BUY NOW"

Buys at Chagrins Falls

CHAGRIN FALLS, O.—L. B. Solether has bought the Falls theatre which he operated for the former owner, O. E. Selleck.

"BUY NOW" SALES

Jimmy Grainger dug into a file of contracts yesterday and, nonchalant-like, picked out a few deals for the new Fox line-up.

There is, for instance, a deal with Morton G. Thalheimer of Richmond, Va., for the Capitol and Venus; with Ed Fay of Providence for the Majestic and Fay's; with Harry Zeits of New Bedford, Mass., for the State and the New Bedford; with Chris Buckley of Albany for the Harmanus Bleecker Hall, the Leland and the State.

Also with Nathan Yamins of Fall River, for the Bijou and State; Tom Kearse of Charleston, W. Va., for the Kearse; Hyman Bros. of Huntington, W. Va., for the Albee and Orpheum; Louis Martini of Galveston, for the Martini and Dixie; Ralph Talbot, of Tulsa, Okla., for the Ritz, Majestic and Rialto; C. W. Brown of Zanesville, O., for the Imperial, Quimby and Liberty; Al Boyd for his Embassy at Allentown, Pa.

Universal has signed up five Leon Rosenblatt theatres in Staten Island and New Jersey for 100 per cent product. Leo Abrams, manager of the New York exchange, closed the deal with Rosenblatt.

CHICAGO—Publix-Balaban & Katz signed for RKO Pathe's new product, to play in the 26 Chicago theatres of this circuit.

The following sales, published yesterday, cover Warner-First National sales, credit having been inadvertently omitted:

Arkansas

Hoyt's, Fort Smith, Hoyt Kirkpatrick.

California

Broadway, San Diego, R. D. Whitson; Ward's, Pismo Beach, Ivan Rowley; Arabian, Oakland, Carbine and Carbine.

District of Columbia

Talsoma, Washington, Talsoma Theatre Corp.

Idaho

Onawa, Onawa, E. Weeks.

Illinois

Princess, Rushville, Lloyd Pearson.

Maryland

Dulse, Leonardtown, Kenneth Dulse.

Minnesota

Family, Pine City, H. N. Turner, Camden, Minneapolis, Wm. Volk.

Mississippi

Grand, Water Valley, W. S. Tyson.

Missouri

Peerless, and New Shenandoah, Oscar Lehr; Courter, Gallatin, John Courter.

Montana

American, Harlowton, Mrs. C. C. Moore.

Nebraska

Lyric, Takamah, Weekes & Wickman.

Ohio

State, Greenville, Phil Chakeres; Murphy, Wilmington, Phil Chakeres.

Pennsylvania

American, Erie, Mrs. J. Faver.

West Virginia

Matewan, Matewan, F. W. Hope & F. M. Allara.

Wisconsin

Fox, Osseo, E. H. Anderson; Garden, Osceola, R. Marks.

Chicago Mayor Seen Forcing Man in Booth

(Continued from page 1)

ance in office, be dismissed and the licenses of more than 300 operators be revoked. The recommendation was made to Mayor Cermak by Assistant State's Attorney Charles Lounsbury, co-conductor of the action against the union.

Revocation of the licenses of 300 operators would automatically eliminate for the present the second man in the booth, as evidence presented to the grand jury during its investigation of the union revealed that the union's books were closed 14 years ago with 550 members.

Since then, projectionists licensed by the city were accepted by the union as "permit" men, paying no dues to the union, but, it is charged, returning ten per cent of their wages to union officials. The 550 accredited members of the union, together with those permit men whose examinations or licensing showed no irregularities, would not be sufficient to man the Chicago theatres on the basis of two men to a booth, in the event the licenses of 300 permit men were revoked.

The possibility of this early relief considerably heartened scores of Chicago exhibitors, who believed elimination of the second man in the booth was still remote despite the indictments of the union officials returned last week by the grand jury.

The state's attorney's office had announced that no criminal action could be taken against the indicted officials prior to September, due to plans for further investigations which are expected to result in additional indictments.

Continuance of the investigations embraces a search for the murderer of Jacob Kaufman, insurgent union operator, who was fatally shot on the eve of testifying before the grand jury in the union investigation. John Macek, said to be employed by the operators' union as a "slugger," and who has been missing from his customary haunts for some time, surrendered for questioning in connection with Kaufman's murder.

"BUY RIGHT—BUT BUY NOW"

Use Screen to Solve Nation Ills—O'Toole

(Continued from page 1)

and South Carolina exhibitors. M. A. Lightman, M. P. T. O. A. president, also is to be one of the principal speakers at the meetings, which wind up today. Reelection of Charles W. Picquot as head of the Carolina unit is forecast for today.

O'Toole declared the screen reaches more than 100,000,000 Americans weekly and termed it America's greatest medium of expression. Theatre owners, he said, "must have general prospertiy to succeed and also owe a great duty to nation and people."

O'Toole proposes taking children out of industrial pursuits until they are 15 years old, their school, food and living facilities being provided by law until they reach that age; a minimum saving wage, five-day week and eight-hour day, and a pension for all workers 60 years old who voluntarily retire from work.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 44 NEW YORK, WEDNESDAY, JULY 22, 1931 TEN CENTS

Friends Vote Confidence in "Jack" Miller

Chicago Exhibitor Prexy Praised by Colleagues

CHICAGO—Essentially every prominent Chicago theatre executive volunteered an expression of confidence in Jack Miller, president of the Exhibitors' Association of Chicago, following the indictment returned by the Cook County grand jury this week charging Miller with participation in a conspiracy to compel payments for the settlement of labor disputes. Miller's indictment was incidental to the two months' grand jury investigation of the operations of the Chicago projectionists' union, which resulted in the indictment of five union

(Continued on page 2)

"BUY RIGHT—BUT BUY NOW"

Carolina Unit Hits 'Federal Regulation'

WRIGHTSVILLE BEACH, N. C.—Defeat of the Brookhart and Hudson bills, scheduled for re-introduction in Congress, was forecast at the annual meeting of the M.P.T.O. of North and South Carolina, which closed here Tuesday.

The discussion centered around the dangers declared attendant upon Federal regulation of the industry, which,

(Continued on page 8)

"BUY RIGHT—BUT BUY NOW"

M-G-M Reserving Co-Starring Right

HOLLYWOOD—Right to co-star any players the company sees fit is reserved by M-G-M in its new contracts. The first exercise of this right will be in "Mata Hari," which will co-star Greta Garbo and Ramon Novarro.

Backed Up

Denver—Not only is Harry E. Huffman, president of the Rocky Mountain Theatre Owners Association, an Allied affiliate, talking about the "Buy Right—But Buy Now" movement, but he's backing up his stand with action as well.

Huffman has signed with Fox for that program complete to play his Aladdin and Tabor theatres here.

166 Houses in 28 Cities Gross $1,889,523; A Drop of $98,226

First run grosses covering 166 theatres in 28 cities totaled $1,889,523 for the week ending last Thursday and Friday. This compares with $1,987,789 for 167 theatres the previous week, or a drop of $98,226, the tabulation being a recapitulation of box-office reports published in MOTION PICTURE DAILY.

Albany, Buffalo, Chicago, Cincinnati, Ottawa, Philadelphia, Seattle and Toronto grosses showed an increase. Baltimore, Charlotte, Cleveland, Denver, Des Moines, Houston, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, Montreal, New York, Oklahoma City, Omaha, Portland, Providence and San Francisco are down.

Last week's figures follow:

City	No. Theatres	Gross	City	No. Theatres	Gross
Albany	5	$25,360	Montreal	6	$44,200
Baltimore	6	47,840	Montreal	6	44,200
Boston	8	140,000	Milwaukee	7	70,000
Buffalo	5	81,800	New York City	11	264,743
Charlotte	2	14,900	Oklahoma City	5	25,000
Chicago	8	149,904	Omaha	5	27,000
Cincinnati	7	73,226	Ottawa	4	13,600
Cleveland	5	66,000	Philadelphia	8	119,000
Denver	5	41,000	Portland	5	39,900
Des Moines	3	21,900	Providence	5	41,300
Houston	4	27,700	San Francisco	9	130,250
Indianapolis	5	38,500	Seattle	5	45,000
Kansas City	5	59,400	St. Paul	4	31,200
Los Angeles	14	145,200	Toronto	5	58,100

Showmen Ask Protection on "Non-Theats"

PHILADELPHIA — Non-theatrical competition will highlight the forthcoming meeting of the eastern Pennsylvania exhibitor association. The organization for some time has been concerned with the subject.

Members of the unit are being urged to insert a clause in contracts specifying that pictures bought will not be released to any non-theatrical account in the zone concerned until one year after their showing by the exhibitor. This, it is hoped, will relieve the tendency to release pictures too early to non-theatrical accounts. A committee to draw up plans to counteract non-theatrical competition has been named.

Stanwyck Off Columbia Lot; "H'm"—Cohn

HOLLYWOOD—Showdown in the tiff between Barbara Stanwyck and Columbia is being awaited here. Miss Stanwyck was scheduled to appear on the lot Monday to start work in "Forbidden," but didn't show up. She still has three pictures to make for Columbia and legal action may be taken against her if she refuses to work. Under the arrangement, Miss Stanwyck appears in Warner films between her Columbia assignments.

Harry Cohn says she demanded a 250 per cent salary boost under threat of going to Europe. Cohn replied that it was the "contract price or nothing" and that three boats a day sail for Europe.

Florida Vents Its Spite on Industry with Ticket Tax

TALLAHASSEE, FLA.—In a vote declared to have been swung by recitation of the high salaries paid to film workers, plus jealousy of the state toward California, the admission tax measure, providing for a sliding scale of taxation on tickets to all forms of entertainment, passed the House by 44-42. The measure now goes to the Senate.

The bill provides for a tax of five cents on tickets up to 40 cents, ten cents on tickets from 40 cents to $1 and ten per cent on all tickets above $1. The House rejected a proposed

(Continued on page 2)

Big Canadian Comeback Is New Allen Plan

Re-entry in Theatre Field Seen as Probe Result

TORONTO—Return on a big scale of Jule and J. J. Allen to the Canadian theatre field, where they occupied a dominant position until thrown into bankruptcy, is being forecast here with filing of a petition for discharge from bankruptcy. The petition will be heard in September.

It was just nine years ago, May 29, 1922, to be exact, that the receiving order was issued against the Allens ending the spectacular theatre

(Continued on page 8)

"BUY RIGHT—BUT BUY NOW"

"Family Pictures" Needed, Says Lasky

HOLLYWOOD—Economic conditions have brought about a demand for "family motion pictures," Jesse L. Lasky declared on his arrival here from New York on his semi-annual visit to the company's studios.

"Because of recent business conditions, thousands of families throughout the country have been forced to eliminate help from their households," he said. "This means that the youngsters now must accompany their parents to the theatres. Good, wholesome entertainment that will appeal equally to these grownups and their

(Continued on page 8)

"BUY RIGHT—BUT BUY NOW"

Gangster Films on Way Out in St. Paul

ST. PAUL—Gangster pictures are on the way out in this sector, a check-up shows. A couple of films of the type took it on the chin in the neighborhoods.

Stickler for Principle

London—Just a matter of principle was Miss Millie Orpen's suit against the Haymarket Capitol, in which she was awarded $15,000 as a common informer in connection with Sunday shows at the theatre. Just to prove it, she has renounced the $15,000 award.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 22, 1931 No. 44

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Confidence in Miller Is Voiced by Chicago Friends

(*Continued from page 1*)

officials on charges of conspiracy to commit five criminal acts.

The expressions of confidence in Miller by leading Chicago theatre executives came as a result of an invitation to MOTION PICTURE DAILY, made by an official of Allied States, to sponsor a demand to the Hays organization for the resignation of Miller as president of the Exhibitors' Association of Chicago.

The opinions of the local theatre executives, given voluntarily to MOTION PICTURE DAILY, follow:

Barney Balaban, treasurer Publix-Balaban & Katz: "I retain the utmost confidence in Jack Miller. He has done inestimable good for the industry locally, and any negotiations he may have conducted in his official capacity as representative of Chicago exhibitors were executed I am certain, for the best interests of the exhibitors. The so-called independent theatres were a part of the organization he represents when the alleged irregularities are said to have occurred."

James Coston, director of Coston Booking Circuit and Warner' Chicago district theatres: "Jack Miller deserves the confidence and support of every Chicago theatre owner. His work in the interests of the industry locally has been of inestimable value. I am certain no selfish motives ever prompted any dealings he has had with any organization as the representative of Chicago exhibitors."

Emil Stern, president Essaness Theatre Circuit: "Jack Miller has my confidence as a man and as an executive. He has always worked for the benefit of the industry."

William Elson, director RKO Theatres, Chicago: "I believe Jack Miller has well demonstrated his value and his interest in the Chicago theatre situation. He is a man who deserves the support of the industry he has served so well."

Floyd Brockell, president Midwest Theatres Circuit: "Jack Miller will always enjoy my confidence. He has been an unselfish and tireless worker in the interests of Chicago theatre business."

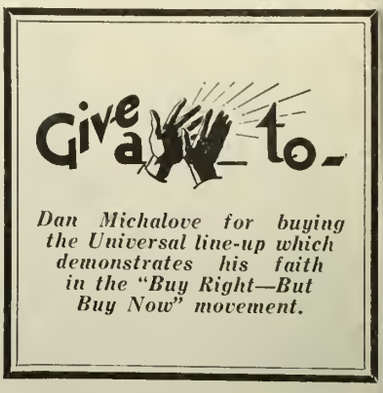
Samuel Meyers, independent theatre owner: "Jack Miller has contributed more to the betterment of local theatre business than any other one individual. He was the outstanding figure in obtaining the defeat of the two operators' bill sponsored by the projectionists' union in the last session of the state legislature. It was his efforts which secured reduction of payments to theatrical union employees this summer in Chicago. His record speaks for itself."

Miller made the following statement to MOTION PICTURE DAILY:

"If any benefit to the industry results from this investigation, what happens to me is of no consequence."

Miller is also in receipt of a letter from the Hays' office assuring him of the confidence of that organization in himself. The letter was signed by Charles Pettijohn.

Unofficial sources report that Miller's indictment resulted from his refusal to divulge information requested of him by the grand jury pertaining to alleged payments to union officials of sums exceeding $65,000. These sums are alleged to have been collected from Chicago exhibitors and turned over to the union for the settlement of labor disputes. The indictment, according to assistant state's attorneys, implies collusion with union officials in collecting the sums alleged to have been paid them through Miller's office.



Dan Michalove for buying the Universal line-up which demonstrates his faith in the "Buy Right—But Buy Now" movement.

Erpi Also Victim Of Unions, Is View

CHICAGO—With the state's attorney's office busily preparing to bring to trial the officials of the Chicago operators' union recently indicted, it was learned unofficially that no action is contemplated against Electrical Research Products because of the evidence revealing that Tom Reynolds, president of the operators' union, has been on Erpi's payroll for several years at $8,500 annually, and that Emmett Quinn, treasurer of the union, who received no salary from the organization, was paid $150.50 for every installation of Western Electric equipment in Chicago theatres.

Evidence, this unofficial source stated, indicated only that Erpi was just another unwilling victim of the bludgeon tactics of Tom Maloy's administration as union head. Reynolds, according to this source, forcibly obtained an appointment as "chief engineer" for sound installations, exacting his tribute and that of his henchman, Quinn, in that capacity.

"BUY RIGHT—BUT BUY NOW"

Florida Inflicts Tax On Theatres in State

(*Continued from page 1*)

cigarette tax and higher tax on gasoline.

In the heated debate on the admission tax bill one member asserted that "if the industry could pay $500,000 yearly to people who admitted they did no work it could afford to pay an admission tax."

The Florida tax measure is the last tax bill pending in legislatures throughout the country which met this year. All of the others have been killed.

"BUY RIGHT—BUT BUY NOW"

Custer to Make Series For Big 4 Corporation

HOLLYWOOD—Bob Custer has been signed by Big 4 Film Corp. to star in a series of outdoor films. The first will be "Headin' for Trouble."

"BUY RIGHT—BUT BUY NOW"

Bernheim to Europe

HOLLYWOOD—Julius Bernheim, Universal supervisor, is en route to New York where he joins the Laemmle party sailing on the *Europa* tomorrow.

Television Near, Expert Predicts

Television, today comparable to the phonograph of 1910 and the motion picture of 1905, will advance from now on as surely and rapidly as has sound broadcasting, E. K. Cohan, technical director of the Columbia Broadcasting System, Paramount ally, said last night at the inaugural program of Television Station W2XAB. Television, he said, will progressively bring to its audience the individual and small groups, the larger groups and complete symphonic and stage presentation, the outdoor sporting events, and spot news events. It will eventually present these things in natural color, he said.

"BUY RIGHT—BUT BUY NOW"

Educational Plans To Pre-release Two

DENVER — "Cannonball Express," the first Mack Sennett-Andy Clyde comedy, and "I Surrender, Dear," first Mack Sennett Featurette, screened for Educational's home office executives and western branch managers at the Denver confab, are to be pre-released. "I Surrender, Dear" is the comedy featuring Bing Crosby, radio crooner.

"BUY RIGHT—BUT BUY NOW"

Sixth Floor, Please

The advertising, publicity and art departments of Warners-First National now occupy the entire sixth floor of the west building of the home offices on 44th St. Heretofore they have been scattered. As laid out, all of the assistants of the advertising and publicity chief, S. Charles Einfeld, have separate offices, the rooms having been freshly decorated and refurnished.

"BUY RIGHT—BUT BUY NOW"

Laemmle Sails Tonight

Carl Laemmle sails tonight for Europe on the *Europa*, but will confine his itinerary to England and France. He will call on John Drinkwater, author of his biography, and hold sales and production conferences in London and Paris.

Lil Dagover Sailing

BERLIN—Lil Dagover sails for New York August 19 with a First National contract among her possessions.

Miss Dagover's initial American-made picture will be "I Spy."

Lloyd to Europe

HOLLYWOOD—Frank Lloyd has a three-months' European tour in the offing. He sails on August 26 and by that time will have completed "The Age of Love" with Billie Dove.

Stocks Again Rally; Loew's Pfd Up 3¾

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7½	8	+ ⅝	1,500
Consolidated Film Industries pfd	14½	14¼	14½	+ ¼	700
Eastman Kodak	148½	146	148½	+2½	1,700
Fox Film "A"	17⅝	16¾	16¾	— ⅝	4,900
General Theatre Equipment new	3⅞	3⅞	3⅞	+ ⅛	2,700
Loew's, Inc	46¾	45⅞	46⅛	+ ⅛	5,600
Loew's, Inc., pfd	91	90½	91	+3¾	200
Paramount Publix	25⅜	24¼	24¼	— ½	14,300
Pathe Exchange	1¾	1⅝	1⅝	+ ⅛	300
Pathe Exchange "A"	7½	7	7	.....	900
RKO	15¼	14⅝	14⅞	.....	7,600
Warner Bros.	7½	7⅛	7⅜	— ⅛	4,800

Curb Issues Also Advance

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	11¼	10½	11¼	+ ¼	300
Fox Theatres "A"	2⅞	2⅝	2⅝	— ¼	700
General Theatre Equipment pfd	8¾	8	8⅛	.....	800
Sentry Safety Control	1⅛	1⅛	1⅛	+ ⅛	600
Technicolor	6½	6½	6½	.....	100
Trans Lux	6	6	6	.....	500

Loew's Drops 1½ Points on Bond Market

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	35¼	35	35	+1¼	9
Keith, B. F., 6s '46	68	68	68	.....	5
Loew's 6s '41 ex war	98	97⅛	97⅛	—1½	6
Paramount Broadway 5½s '51	101¼	101¼	101¼	+ ¼	2
Paramount F. L. 6s '47	89½	89½	89½	+ ½	14
Paramount Publix 5½s '50	79¾	79	79½	+ ½	15
Pathe 7s '37 ww	93½	93¼	93¼	+ ⅜	1
Warner Bros. 6s '39 wd	41	41	41	+1	7

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HAPPINESS DRIVE
Bedtime Stories
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WALTER FUTTER
Screen Snapshots
MICKEY MOUSE
WALT DISNEY
SILLY SYMPHONIES
WALT DISNEY
Rambling Reporter
PRODUCED BY BRAY
Right into the HEART of HAPPINESS
You can't miss the target of entertainment with big shots from the Columbia Short Features! Every one is a 100% winner and each a distinctive novelty in itself.
COLUMBIA PICTURES
Plus the Proven BOX-OFFICE Shots for 1930-1931
AFRICA SPEAKS
THE LION AND THE LAMB
BROTHERS
TOL'ABLE DAVID
RAIN OR SHINE
CHARLEY'S AUNT
MADONNA OF THE STREETS
THE FLOOD
THE SKY RAIDERS
THE LIGHTNING FLYER
THE CRIMINAL CODE
TEN CENTS A DANCE
THE MIRACLE WOMAN
THE LAST PARADE
THE GOOD BAD GIRL
MEET THE WIFE
SUBWAY EXPRESS
LOVER COME BACK
ARIZONA
FIFTY FATHOMS DEEP

"I Made with Uni

PERFECT SCREEN AND STAGE PRESENTATIONS

BROADWAY THEATRE

BROADWAY NR. JEFFERSON

BUFFALO, N. Y.

JEFFERSON 4934

BEE TEE AMUSEMENT CORP

JUNE
Seventeenth
1931

JUN 1931

My dear Mr. Miller:-

While it is extremely unusual, I cannot refrain from commenting on the results we have obtained with UNIVERSAL PICTURES as compared with all the other product we played last season. You will remember the difficulty we had in getting together, due to the difference in price and the reluctance with which we signed your deal. In fact it was only because we wanted ALL QUIET and KING OF JAZZ that we purchased the balance of the contract at all. Imagine our surprise when a final analysis proves that we made more money, picture for picture, on the UNIVERSAL LINE UP than that of any other distributor.

FREE LOVE, CAT CREEPS, LITTLE ACCIDENT, DRACULA, COHENS AND KELLYS IN AFRICA and LADY SURRENDERS all did exceptionally fine business for us.

If UNIVERSAL can keep up this pace, turning out productions that will do what these pictures have done for us, your local representative will find a ready listener on his next visit to us.

I want to thank you for insisting that I sign up last year even though I thought that we had over paid you right straight down the line.

Kindest regards.

Very truly yours,

BEE TEE AMUSEMENT CORP.

BHW:CO

MAIN OFFICE
MILWAUKEE THEATRE BLDG.
TEUTONIA AVE. NEAR CENTER ST

TEL CONCORD 1200

MILWAUKEE
NATIONAL "CAPITOL
ALLIS"
THEATRES

DIRECTION OF GEORGE FISCHER

July 7, 1931.

Mr. George L. Levine, Manager,
Universal Film Exchanges, Inc.,
717 Wells Street,
Milwaukee. Wisconsin.

Dear Mr. Levine:

After looking over the advance announcements of the various companies, I decided to buy Universal's product for every one of my theatres for the coming season.

This step is promoted primarily because of the reports I received from fellow exhibitors, men who used your product last year and found it much more profitable than they had anticipated.

Theatres like the National and Milwaukee in the city, and the Allis and Capitol at West Allis NEED consistently good pictures. The clientele we cater to DEMANDS ENTERTAINMENT, and it is for this reason that I decided to gamble on Universal for 1931-32.

If SEED is any criterion of what exhibitors can expect and look forward to from your company, then there will be much cause for rejoicing at the box office.

With every good wish for Universal success for you and my four theatres, I am

Sincerely yours,

George Fischer,
General Manager.

UNIVERSAL PICTURES

RIDE WITH

Most Universal!!

June 6, 1931

o
anager,
Universal Film Exchanges, Inc.
Omaha, Nebr.

Dear Mr. Skorey:

Thanks for the confirmation of my date on SEED. I take this opportunity to compliment the Company on the class of product it has turned out this season and wish to state that whilst I have played four different products this year, yours is the only one which has proven anything like profitable. The short product has been extra good and consistent, and I am more than satisfied with my buy.

I have already bought the product for next season, feeling that I am doing the right thing and also supporting a Company which deserves every support of the independent exhibitors.

Here's wishing the Company every success and prosperity during the coming year, and thanking you for the splendid service and cooperation rendered, I remain

Yours faithfully,

Signed: Lester G. Ives

Tilden Theatre, Tilden, Nebr.

Telephone: Riverside 9-6620

ADELPHI THEATRE
BROADWAY AT 89th STREET
77th STREET THEATRE
BROADWAY AT 77th STREET
SYMPHONY THEATRE
BROADWAY AT 95th STREET
STOODARD THEATRE
BROADWAY AT 90th STREET
ESSEX THEATRE
BROADWAY AT 101st STREET
KEYSTONE THEATRE
BROADWAY AT 100th STREET
DYCKMAN THEATRE
207th ST. AT SHERMAN AVE.
OLYMPIA THEATRE
BROADWAY AT 107th STREET
WARD THEATRE
1346 WESTCHESTER AVENUE
CASTLE HILL THEATRE
1320 CASTLE HILL AVENUE
INTERBORO THEATRE
3462 E. TREMONT AVENUE
ROSEDALE THEATRE
1800 WESTCHESTER AVENUE
MARBLE HILL THEATRE
BROADWAY AT 232nd STREET
PARKHILL THEATRE
423 S. BROADWAY,
YONKERS, N.Y.
CAMEO THEATRE
853 McLEAN AVENUE,
YONKERS, N.Y.
BROADWAY THEATRE
484 S. BROADWAY,
YONKERS, N.Y.
ST. GEORGE PLAYHOUSE
100 PINEAPPLE STREET,
BROOKLYN, N.Y.
MOMART THEATRE
990 FULTON STREET,
BROOKLYN, N.Y.
APOLLO THEATRE
1331 FULTON STREET,
BROOKLYN, N.Y.
CAPITOL THEATRE
BAYSIDE, L.I.
STRAND THEATRE
ELIZABETH, N.J.
ROYAL THEATRE
ELIZABETH, N.J.
GAITY THEATRE
ELIZABETH, N.J.
STATE THEATRE
ELIZABETH, N.J.
ELMORA THEATRE
ELIZABETH, N.J.
PARK THEATRE
ROSELLE PARK, N.J.
SYMPHONY PROPERTIES, Inc.
2531 BROADWAY

GENERAL OFFICE
2531 BROADWAY, NEW YORK
June 26th, 1931

Big U. Film Exchange
630 Ninth Avenue
New York City

Gentlemen:

With a great deal of pleasure we acknowledge receipt of confirmation of our contracts for the season 1931-1932.

It is most gratifying for us to buy your product because of the fact that we found your productions of last season very satisfactory. The excellent box office attractions were well received by our patrons.

While very few of our theatres have used any Western pictures, we bought your Tom Mix pictures because we felt that Mix was and still is the outstanding Western star of today.

We feel that these productions also will make money for us.

Best wishes for a successful year, we are

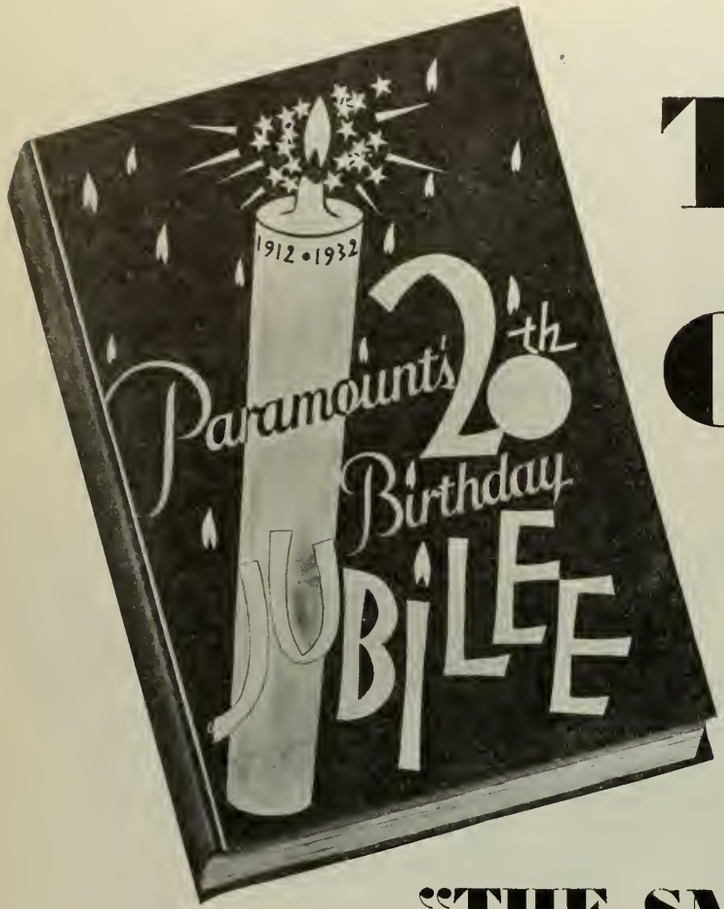
Yours very truly,

J. W. SPRINGER

JWS:CB

A WINNER!!

"Let's Go, Show Business!"



THE BIG ONES ARE HERE!



"THE SMILING LIEUTENANT"

Doing S. R. O. business despite terrific heat at Rivoli, N. Y. after three months of capacity at $2 Criterion, N. Y. Complete sell-out every performance at two-a-day Carthay Circle, Los Angeles. Equalling all-time records at long run United Artists, Chicago. MAURICE CHEVALIER in ERNST LUBITSCH'S brilliant production, with Claudette Colbert, Charlie Ruggles and Miriam Hopkins.



"MURDER BY THE CLOCK"

Smash hit at world premiere Paramount Theatre, N. Y., Hollywood Reporter says: "PARAMOUNT has a knockout in this one. Beats any picture of its type. Exhibs can push it to the limit." With William Boyd, Lilyan Tashman, Regis Toomey and Irving Pichel.



MORE! MORE!

Hollywood insiders wire: "PARAMOUNT has best MARX BROTHERS riot yet in 'MONKEY BUSINESS.' 'SILENCE,' with Clive Brook, Marjorie Rambeau and Peggy Shannon, previewed and is strongest drama in months. 'HUCKLEBERRY FINN,' with Jackie Coogan, Junior Durkin, Mitzi Green, Jackie Searl and Eugene Pallette, finished and will surely top 'SKIPPY' highs. 'DAUGHTER OF THE DRAGON,' with Anna May Wong, Warner Oland and Sessue Hayakawa, sensational novelty. PARAMOUNT has big edge on everybody with wonderful 1931-32 product." All the Big Ones—

PARAMOUNT

TRADE MARK
Paramount Pictures

A STATEMENT ABOUT "AN AMERICAN TRAGEDY"

BIG, important pictures are essential today to get big box office money. PARAMOUNT presents the MOST IMPORTANT MOTION PICTURE IN YEARS—"AN AMERICAN TRAGEDY."

THEODORE DREISER'S book, upon which the picture is based, has enjoyed a tremendous world-wide sale. The picture has had reams of front-page publicity. It would be a big-money natural even if it were not the splendid production that it is.

AS to its quality, Motion Picture Daily says: "'AN AMERICAN TRAGEDY' is a thundering, vital drama. A monument to the power and technique of talking pictures."

HOLLYWOOD FILM MERCURY says: "'AN AMERICAN TRAGEDY' will make exhibitors more money than any product of PARAMOUNT previewed this year."

HOLLYWOOD REPORTER says: "Surely destined for big things. It cannot fail to draw—by its very title and author. With the names of von Sternberg and its cast—exhibitors are sure of business."

"AN AMERICAN TRAGEDY" was directed by Josef von Sternberg, with Phillips Holmes, Sylvia Sidney and Frances Dee. It will open at the Criterion Theatre, New York, for a long run at $2 admission.

WE predict that "AN AMERICAN TRAGEDY" will do more to bring boom-time business to theatres than any picture released this season.

N.Y. Smiles at "Lieutenant"; Takes $37,000

Total $264,713.25 for 11 Theatres

They are discovering the truth of an old theory over at Paramount this week: that good pictures will bring 'em in regardless. "The Smiling Lieutenant," in its "pop" price run at the Rivoli, is proving the point. For its first full week at that house—that is, the week ending tomorrow—the picture will close to $37,000, which is considerably more money than the Rivoli has seen since the week ending May 21 when "Seed," in its first week, grossed $37,100.

Last week, the Capitol took another nosedive to $55,078 with "Five and Ten." That intake is $13,000 under the previous week, when "Laughing Sinners" played the theatre. Also, it might indicate something or other about the relative drawing powers of Marion Davies and Joan Crawford. The Paramount dipped to $41,000 with "The Secret Call" while "Girl Habit" did $45,400 the previous week.

"Smart Money" continues to do nicely at the Winter Garden, but elsewhere everything was Potomac-like.

Estimated takings week ending June 16:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 6th week, 7 days. **Gross:** $14,495.

"FIVE AND TEN" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show. **Gross:** $55,078.

EMBASSY (All Newsreel)
EMBASSY—(498), 25c, 7 days. **Gross:** $7,089.25.

"A WOMAN OF EXPERIENCE" (RKO Pathe)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $20,000.

"THE SECRET CALL" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $41,000.

"THE GREEN MURDER CASE" (Para.)
"THE VIRGINIAN" (Para.)
and
"ALIBI" (U. A.)
RIALTO—(1,904), 40c-$1, 7 days. **Gross:** $5,600.

"NEWLY RICH" (Para.)
RIVOLI—(2,103), 40c-$1, 2nd week, 7 days. **Gross:** $9,800.

"HUSH MONEY" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $69,500.

"ENEMIES OF THE LAW" (Capitol)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $12,934.

"THE FATAL HOUR" (First Division)
WARNERS—(1,490), 35c-75c, 7 days. **Gross:** $6,900.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 4th week, 7 days. **Gross:** $22,347.

"BUY RIGHT—BUT BUY NOW"

"Family Pictures" Needed, Says Lasky

(Continued from page 1)

children is the type of screen fare the public now must have."

Simultaneously with Lasky's arrival Paramount stated the company is prepared to launch immediately an intensive production drive, with 22 pictures scheduled to start within the next 70 days. These augmented plans will aid in solving Hollywood's unemployment problem, he says.

Ground is to be broken during the coming week for the construction of two new sound stages, giving the Paramount studios 37,500 feet of additional space.

A New Cycle?

Opines Walter Winchell in the *Daily Mirror:*

"The new cycle in moom pitchers will deal with nurses and hospital patients."

Roxy Sets in Ten Fox Films in 2 Months

Spotting in of Fox product at the Roxy is set until mid-September. Here's the list of opening dates:

JULY 24—"Sunnyside Up."
JULY 31—"Transatlantic."
AUGUST 7—"Young As You Feel."
AUGUST 14—"Bad Girl."
AUGUST 21—"Wicked."
AUGUST 28—"The Spider" (formerly "Mediterranean Cruise.")
SEPT. 4—"Merely Mary Ann."
SEPT. 11—"Skyline."
SEPT. 18—"The Brat."
SEPT. 24—"She Wanted a Millionaire."

"Merely Mary Ann" will run at least two weeks, according to Fox expectations, which naturally will set back the dates for the last three pictures in the above schedule.

"BUY RIGHT—BUT BUY NOW"

Klein Gets Foreign Rights to New Series

Edward L. Klein has signed contracts with Donavin Miller, president of Falcon Productions, Inc., for the foreign rights to Boy Scout Productions, a series of 13 two-reelers being filmed with the cooperation of national chiefs of the scout movement.

"BUY RIGHT—BUT BUY NOW"

In and Out

Herbert Elder, manager of Warners-First National exchange in New Haven, was a visitor at the home office yesterday.

George Schaeffer, formerly of Wheeling, W. Va., and now of Moundsville, W. Va., was in town to book First National product for next season.

Leslie Wilkes, for some time manager of the First National exchange in Dallas, Texas, reached the city yesterday and was in conference with Claude C. Ezell, of Warners-First National. Wilkes' trip is in connection with the acquisition of theatre properties in the west.

"Woman" Gets $4,000 Above In Frisco Run

Total $130,250 for 9 Theatres

SAN FRANCISCO—Folks seem to be buying gasoline instead of theatre tickets in the Golden Gate City, for the returns at the box-office were nothing to cheer about. However, the boys at the Fox did not have much cause for gloom, for "I Take This Woman" grossed $38,000, rating four grand above par. "Young Sinners" was up a trifle, while "Three Who Loved" and "Annabelle's Affairs" just reached normalcy.

"Children of Dreams" was pulled at the Warner after five days, during which it grossed $4,500, the weekly average being $10,500. Douglas Fairbanks "Reaching for the Moon" lasted only two weeks at the United Artists.

Estimated takings for the week ending July 14 and year-round averages:

"THREE WHO LOVED" (Radio)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Vaudeville. **Gross:** $15,000. (Average, $15,000.)

Week ending July 15:

"YOUNG SINNERS" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 Jay Brower band; stage revue. **Gross:** $13,250. (Average, $13,000.)

"I TAKE THIS WOMAN" (Para.)
FOX—(4,600), 35c-50c, 7 days. F. & M. stage show; Walt Roesner concert. **Gross:** $38,000. (Average, $34,000.)

"CONFESSIONS OF A COED" (Para.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $12,000.)

"WOMEN LOVE BUT ONCE" (Para.)
PARAMOUNT—(2,740), 25c-35c-50c, 7 days. Jess Stafford's band. **Gross:** $10,000. (Average, $19,000.)

"REACHING FOR THE MOON" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days, second week. **Gross:** $8,000.

"ANNABELLE'S AFFAIRS" (Fox)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $21,000. (Average, $21,000.)

Week ending July 16:

"CHILDREN OF DREAMS" (Warners)
WARNER BROS.—(1,385), 35c-50c, 5 days. **Gross:** $4,500. (Average, $10,500.)

Week ending July 18:

"FORSTERCHRISTL" (German)
COLUMBIA—(1,700), 35c-50c-75c, 7 days. Three-a-day, second week. **Gross:** $10,500.

Purely Personal

D. W. GRIFFITH was the recipient Saturday of a life membership in the I. A. T. S. E. Local No. 52. The presentation of the gold card was made at the Audio Cinema studio, where D. W. is filming "The Struggle."

JOE WEIL, Universal exploitation manager, is now an author. He made a novel out of Preston Sturges' play, "Strictly Dishonorable," and it will be published August 15—a month before "U" releases the picture.

EDDIE DOWLING and Ray Dooley are driving to New York for premiere of "Honeymoon Lane," which opens July 31 at the Paramount theatres of New York and Brooklyn.

CLARK ROBINSON, former art director who now is production chief at the Roxy, Friday will present his first stage show under the new arrangement. It will be titled "Prehistoric."

PAULINE GARON is enjoying a holiday in her home town of Montreal, Personal appearances at Loew's are on the schedule.

FRANK R. WILSON has ambitious plans for Talking Picture Epics and is expanding the sales force at a rapid rate.

A. S. KIRKPATRICK, general manager of Educational, is still quite sick, but is progressing nicely toward recovery.

RUBE JACKTER has lopped off eight pounds in the last two weeks and is rather jubilant about it all.

PAULINE MOORE, signed here by Carl Laemmle, Jr., is on her way to the Universal City.

Big Canadian Comeback Is New Allen Plan

(Continued from page 1)

war between the Allens and Famous Players Canadian Corp. One outcome was that Famous Players took their pick of the Allen theatres at bargain prices and further established their ruling hand in the Canadian entertainment field.

The Allens, it is felt here, may be the ones recently referred to by N. L. Nathanson as planning a new Canadian circuit to specialize in British picture presentation. When the Allens crashed in 1922, they had 60 theatres in important cities, measuring about even with Famous Players. After the crash, they organized small companies, operating suburban and small town houses. They now have about 25 such theatres.

"BUY RIGHT—BUT BUY NOW"

Carolina Unt Hits 'Federal Regulation'

(Continued from page 1)

it was said, would mean party control; "party control where anything approaching a medium of expression is involved." Exhibitors who favor the bills, it was stated, "are deliberately asking the Federal government to take charge of the motion picture business."

The convention pledged members' screens to help North Carolina develop the state through its ten year plan. Charles W. Picquet, president of the association, named Senator A. G. Sams and W. G. Culoe to call on the governor and enlist theatres in the work. Speakers at the two-day session included M. A. Lightman, president of the M. P. T. O. A.; W. J. O'Toole, secretary; Senator John Umstead of Chapelhill, Senator Lunsford Long of Roanoke Rapids, Mayor Harry Buchanan of Sylva, N. C., J. B. Sherrill, of Charleston, S. C., Jack Barry, director of personnel for Publix; A. B. Wilby of Atlanta, Davis Palfreyman of the Hays office, New York; A. J. Brylawski, chairman of the M.P.T.O.A. legislative committee, Mayor Walter Blair of Wilmington, N. C., A. C. LaRue of Philadelphia.

"BUY RIGHT—BUT BUY NOW"

"Bud" Lennon Dies

TORONTO—F. R. (Bud) Lennon, general manager of Exhibitors' Co-operative of Canada, Ltd., died here after an illness of a year. He was a veteran of the film business and interested primarily in independents. He started in the industry 18 years ago with Universal. Co-operative is a buying combine for about 60 independents.

"BUY RIGHT—BUT BUY NOW"

Dedication Plans Set

TORRINGTON, Conn.—Plans are under way for the formal dedication of the Warner Theatre next month. The event will have all the Hollywood trimmings.

"BUY RIGHT—BUT BUY NOW"

Wurtzel Going Abroad

HOLLYWOOD — Sol Wurtzel, second in command at the Fox studio, will spend three months in Europe this year. He leaves shortly.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 45 NEW YORK, THURSDAY, JULY 23, 1931 TEN CENTS

Credit Refund Ordered

Florida Kills Ticket Tax, but Another's Up

Senate Kills House Bill; New Measure Worse

TALLAHASSEE, FLA.—The industry may yet escape Florida's "spite" tax on admissions. Passed by the House by a vote of 44 to 42, the Senate committee considering the proposed law rejected the bill late Tuesday night. This became known here yesterday.

The life of the current Florida legislature has several more days to go, but the probabilities are that the law which would give the state five cents on tickets up to 40 cents up to ten cents on $1 tickets will die.

While that piece of legislation appears to be well in hand, a gross sales tax that would include practically

(*Continued on page 16*)

"BUY RIGHT—BUT BUY NOW"

Para. Is Confident In "Tragedy" Tangle

Confident of vindication in the injunction suit brought against exhibition of "An American Tragedy," by Theodore Dreiser, author of the story, Paramount is going ahead with plans for opening of the attraction August 5 at the New York Criterion. Dreiser's temporary injunction was returned yesterday in District Court at White Plains where the case was taken under advisement after argument was heard.

Dreiser Bitter in Rapping "Tragedy"

WHITE PLAINS—"An American Tragedy" was characterized yesterday as "so much bunk and swill" by Arthur Garfield Hays, attorney for Theodore Dreiser during a hearing before Supreme Court Justice Graham

(*Continued on page 15*)

"BUY RIGHT—BUT BUY NOW"

Harry Thomas Gets Sharkey-Walker Film

First Division Pictures, headed by Harry Thomas, has secured distribution in New York of the Sharkey-Walker fight film. The picture is scheduled to open today at the New York Hippodrome.

Ruth With Warners

Hollywood—Ruth Chatterton's future affiliation seems to be settled.

She is to go with Warners in October.

Paramount's New York office has not been advised of any change in the Ruth Chatterton situation. In the Paramount-Warner "truce," consummated some time ago, it was stated that the star would remain with Paramount.

Paramount to Pay Stock as Next Dividend

Depleted current assets resulting from repurchase of common stock under guarantees given with property purchase agreements may cause Paramount Publix to pay its next quarterly dividend in stock instead of cash, according to Dow-Jones.

Payment September 10 of $4,875,000 under reported agreements to-

(*Continued on page 16*)

Justice Woolsey Vacates Decision of Judge Thacher Validating System

ABANDONED EIGHT MONTHS AGO

Deposits exacted from exhibitors by distributors in the operation or enforcement of the credit committee system must be returned under the injunction obtained by the Department of Justice perpetually enjoining operation of the credit system, which the United States Supreme Court last November branded as a conspiracy in restraint of trade under the Sherman anti-trust law. The credit system was abandoned about eight months ago.

The decree, entered in Federal Court in New York and signed by Justice John M. Woolsey, vacates the Thacher decision holding the credit system valid, and is the final step in the government's litigation against 10 distributors and Film Boards of Trade to outlaw the credit systems and compulsory arbitration in the industry. The credit case was won by the government on appeal to the Supreme Court from the Thacher decision. Judge Thacher's ruling that compulsory arbitration was illegal was upheld by the Supreme Court.

The credit system injunction restrains any agreement to refuse service to exhibitors or any agreement to make service conditional upon a deposit. It admits, however, the right of distributors to exchange information as to the financial and moral re-

"BUY RIGHT—BUT BUY NOW"

Chain Store Tax Sought in Mass.

BOSTON—Carrying with it an implied threat against circuit theatres of the state, a bill to license and tax chain stores has been introduced by Representative Lemeuel W. Stwhzlyh in behalf of the Liberal Civic League.

Only chains of five stores or less would be exempted under the bill. The tax ranges from a minimum of $500 to a maximum of $2,700, based upon population. Seventy-five per cent of the tax revenue would revert to the community and 25 per cent remain in the state treasury.

Letter to Silverman of "Variety"

The following letter has been written by Martin Quigley to Sime Silverman of "Variety":

Mr. Sime Silverman,
Variety,
154 West 46th Street,
New York City.
Sir:

I have just read the article about the Quigley Publications appearing on page five of the issue of "Variety" dated July 21, 1931.

The entire article, in all of its references, is a lie—and a lie, which I am quite aware—you deliberately caused to be published in full consciousness that it was a lie, your intent obviously being an unscrupulous assault against the constructive operations and widening development of the Quigley Publications which, considered alongside of the irresponsibility and viciousness of your paper, may well give you concern.

In this article you have once again resorted to those practices of irresponsibility and viciousness to which your hand has grown so accustomed since your appearance in the otherwise respectable business of publishing papers devoted to motion pictures.

Yours truly,
(Signed) MARTIN QUIGLEY.

July 22, 1931.

Hanson Takes New Post in Canada

Securing his release from Allied States Association to accept "a position too lucrative to pass up," Oscar Hanson left last night for Toronto to take up his new duties. These concern the promotion of British films and the furtherance of the independent theatre movement throughout the Dominion.

Hanson will continue temporarily the handling of contracts for the Allied newsreel and the New York office of the firm he formed to distribute the reel will be maintained.

"BUY RIGHT—BUT BUY NOW"

2 Mickey McGuires On Peerless Program

Mickey McGuire, juvenile character starring in the Mickey McGuire shorts for RKO, will star in two features for Peerless Productions, new company which plans to state right 24 features during the new season.

First is "Mickey" and second is "Tomorrow's Man." Both stories

(*Continued on page 15*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 23, 1931 No. 45

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Dialogue and Music To Fill Bronx Air

Musical strains and all the dialogue possible can emanate from motion picture theatres with open air and roof garden adjuncts without exhibitors harboring apprehensions of breaching that nuisance law passed last year.

The Daly theatre in the Bronx has just been victorious in a case brought against Jack Steinman by neighbors. Magistrate Farrell has dismissed the case on the grounds of insufficient evidence. In the future if the dialogue and other emanations from the Daly's reproducing apparatus on the roof disturbs Bronxites they'll probably make no complaints, for the judge may find them nuisances instead of the talking apparatus.

"BUY RIGHT—BUT BUY NOW"

Silent Exchange in Denver Closes Doors

DENVER—The Mile High exchange, dealing in silents only, has closed its doors, while the Sheffield Exchange, while not dealing exclusively in silents, reports a brisk demand for nontalkers. Charles Gillen was manager of the Mile High exchange.

"BUY RIGHT—BUT BUY NOW"

Buys "Riverside Drive"

Beth Brown's "Riverside Drive" has been purchased by RKO Pathe for Constance Bennett's new starring vehicle.

"BUY RIGHT—BUT BUY NOW"

Stern, a Cruiser

Martin Stern of the Motion Picture Club is handling members' bookings for the "Show Boat" cruises leaving New York for Halifax every Saturday via the *Belgenland*. The William Morris office has chartered the boat for five weeks.

"BUY RIGHT—BUT BUY NOW"

Buy Music Rights

Frank Goodman and Lou Handman and Universal Music Co., Ltd., have closed a deal whereby they have repurchased all rights, title and interest of Universal in the Universal Music Co. It is, however, anticipated that the two organizations will be affiliated by an arrangement whereby all original songs or music used in Universal pictures will be published by the Universal Music Company.

Purely Personal

RALPH BELLAMY, stage actor now appearing opposite Ruth Chatterton in Paramount's "The Magnificent Lie," declares that love-making on the stage and screen are considerably different. A kiss on the stage lasts only a moment, he says, whereas retakes of a love scene with Ruth were so numerous that he wilted fourteen collars and nine shirts.

A. GRIFFITH GREY got a real kick out of a pep letter from the Repertory Theatre in Boston, announcing that the synchronized version of "Way Down East" had cracked the house record despite the heat, the manager wanting to know when "Hearts of the World" would be ready and expressing the belief it would be an even better bet.

STUART WALKER, stage manager for David Belasco for many years, and now with Paramount, declares that the legitimate would not be losing its patronage to the talkers if it had been courteous to its patrons "and attended to its own business of developing talent."

ROBERT DE GRASSE, cameraman, has sailed for London where he will photograph a Basil Dean feature to be made by Associated Talking Pictures, a Radio subsidiary.

LOUIS COHEN, who came East a couple of months ago on some real estate deals for Fox Theatres, leaves Saturday for the Coast.

Tuned Down

CINCINNATI — The shills who have been a part of RKO operation here are now being "good to their Adam's apples." They have ceased to ballyhoo. Although wearing the same elaborate uniforms, and occupying the same positions on the sidewalks, their present function is to disseminate information to patrons in a soft, well modulated voice.

SI SEADLER walked into the Motion Picture Club yesterday and ordered a whale of a lunch—for a hot day. "Just saw two of the boys playing it out at handball and it gave me an appetite," he offered by way of the reason why.

MAJOR EDWARD BOWES, "father" of the Capitol "family," will celebrate his sixth anniversary on the air Friday evening.

LEO BRECHER sails tonight with Mrs. Brecher for a six weeks' business trip to Germany to close deals for product.

ARTHUR C. BROMBERG, Atlanta, has copped first prize in Big 4's May-June sales drive.

DAVE BLUM and the revenue officers are that way.

Immature Golf Is Fading in Denver

DENVER—Miniature golf courses are not feared by theatres in Denver this year. Only three have been licensed up to now as against 50 last year. All indoor outfits have given up the ghost, and the money-maker last year has been made into a trout-fishing pond said to be in the red. An attempt is being made to reduce the license fees on the golf courses from $50 to $12.50 per year.

Censors in Va. Reject 'Confessions of Coed'

RICHMOND, Va.—No appeal has as yet been taken from the order of the state censors rejecting in toto Paramount's "Confessions of a Coed." Virginia is the only one of six states having censorship boards to reject the production. Harry Hunter, representing Paramount, is considering what steps to take in regard to possible court action.

Market Off; 21,600 Sales for P.P.

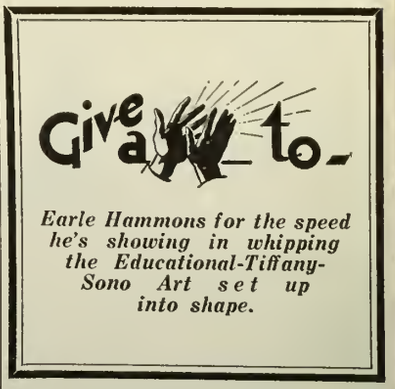
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	14⅝	14⅝	14⅝	+ ⅛	100
Eastman Kodak	147¾	143½	144	—4½	3,300
Fox Film "A"	17	16⅞	16⅞	— ⅝	3,100
General Theatre Equipment new	3⅞	3¾	3⅞	.....	1,700
Loew's, Inc.	45½	44½	44¾	—1⅜	4,300
Loew's, Inc., pfd.	91	91	91	.....	100
Paramount Publix	24⅛	23⅜	23⅜	— ⅞	21,600
Pathe Exchange	1⅝	1½	1½	— ⅛	300
Pathe Exchange "A"	6⅞	6⅞	6⅞	.....	200
RKO	147⅞	143⅜	143⅜	— ½	3,500
Warner Bros.	7¼	7	7	— ⅜	2,000

Curb Issues Also Sag

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	7½	7½	7½	— ⅝	100
General Theatre Equipment pfd.	8	8	8	— ⅛	100
Sentry Safety Control	1⅛	1	1	— ⅛	200
Trans Lux	6	5½	5½	— ½	1,000

Bond List Spotty; P.B. Gain 1⅛

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	34¼	34¼	34¼	— ¾	2
Loew's 6s '41 ex war	98	97½	98	+ ⅞	23
Paramount Broadway 5½s '51	102⅜	102⅜	102⅜	+1⅛	1
Paramount F. L. 6s '47	89	89	89	— ½	2
Paramount Publix 5½s, '50	79⅛	78½	78½	—1	14
Pathe 7s '37 ww	93	93	93	— ¼	2
Warner Bros. 6s '39 wd	41½	40¼	40¼	— ¾	23



Earle Hammons for the speed he's showing in whipping the Educational-Tiffany-Sono Art set up into shape.

Omaha Exhibitors Battle Operators

OMAHA—Neighborhood exhibitors and the operators' union have taken their fight over existing regulations governing the suburban houses to a committee of the city council.

The theatre men, headed by Harry Goldberg, executive of the Popular Amusement Co., neighborhood chain, asked that the ordinance be amended to do away with the 60-day residence requirement for operators and the provision that two men be kept in a booth. They also asked a change in the examination regulations.

As a precaution against fires, Howard Jackson, business manager of the operators' union, insisted that two men should be kept in the booths of all houses. He also stated that repeal of the 60-day residence clause would permit the theatre owners to bring in operators from other cities and throw Omaha men out of work.

Following the nation-wide wage reduction offered the major circuits by the operators, local union officials voluntarily gave all Omaha neighborhood houses a 7½ per cent. reduction.

Operators' contracts expire October 1. Union officials view the fight as an annual affair and express little concern about its outcome. However, with the Popular Amusement Co. and the Nebraska Theatre Corp. united on the question of an ordinance change, there may be some fireworks. The two circuits own or control all but two local suburban houses.

The council committee took no action following the conference. Another meeting of the groups is scheduled. The theatre men have retained Eugene O'Sullivan, successful local criminal lawyer.

"BUY RIGHT—BUT BUY NOW"

Loew's Ohio Dividend

Loew's Ohio Theatres have declared a regular quarterly dividend of $2 on the 1st preferred payable August 1 to stockholders of record July 24.

"BUY RIGHT—BUT BUY NOW"

Completes 2nd Western

Monogram Pictures has completed "The Montana Kid," second of the series of eight "Bill and Andy" westerns starring Bill Cody and Andy Shuford. Harry Fraser wrote the story and directed.

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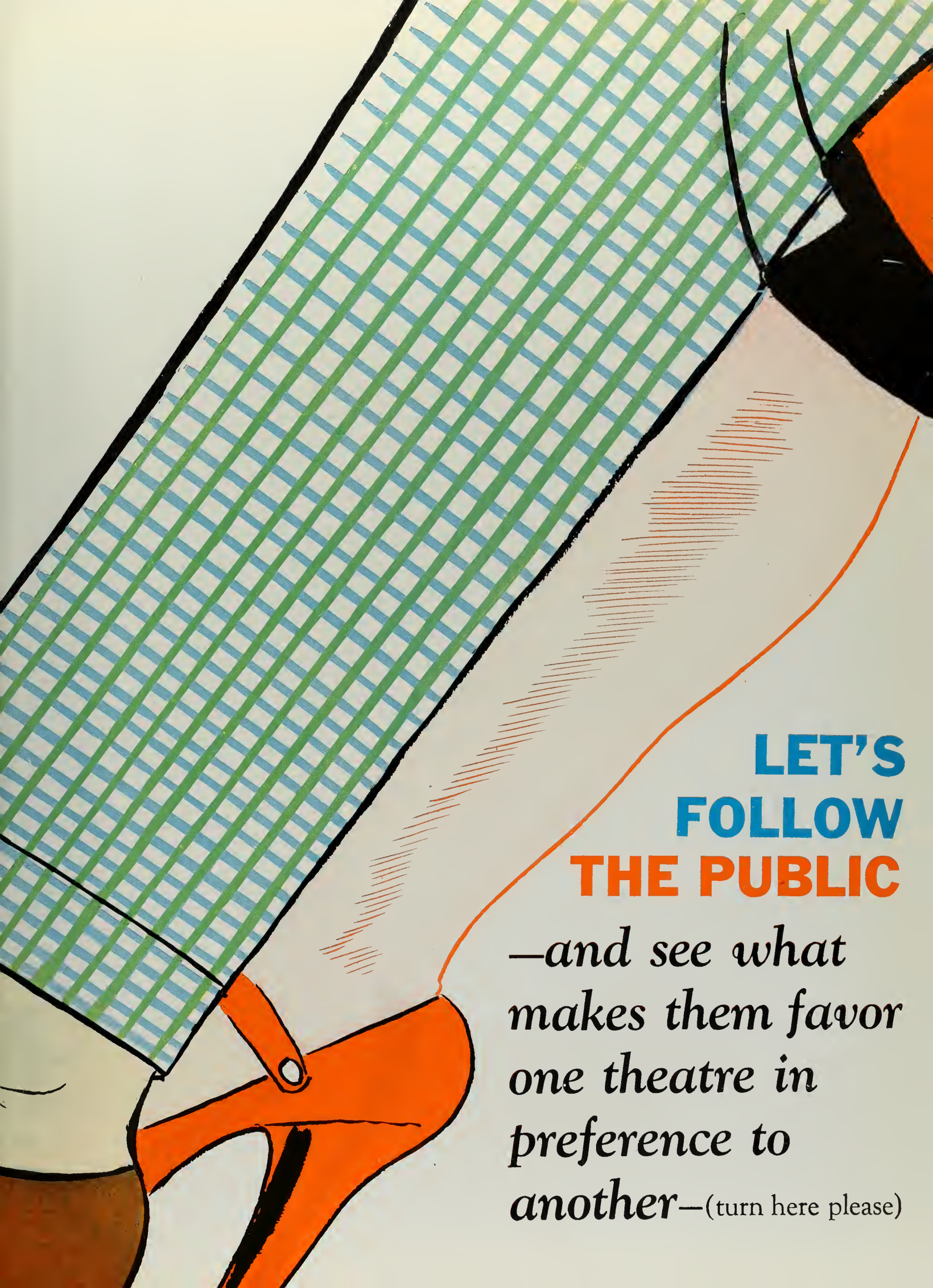
and that goes for LIMBURGER TOO!

BUT—

THE NAME BEHIND THE PRODUCT IN PICTURE BUSINESS

is the deciding factor in ticket-buying today!





LET'S FOLLOW THE PUBLIC

—and see what makes them favor one theatre in preference to another—(turn here please)



OH, SEE THE MONEY!

Why is it going mostly to one box-office?

BECAUSE THAT EXHIBITOR HAS WON THE CONFIDENCE OF THE PUBLIC—

But how did he win their confidence?

HE SHOWS THE OUTSTANDING HITS AT HIS THEATRE!

That's the best reason in the world for the public to show preference for his theatre, isn't it?

HERE'S WHAT HAPPENED IN THE PAST YEAR!

For the first time in the history of motion pictures ONE COMPANY *completely dominated the screen— and your public knows it!*



"Great picture that 'Secret Six'—who made it?"

"Metro-Goldwyn-Mayer."



"I certainly enjoyed 'Min and Bill'—whose was it?"

"Metro-Goldwyn-Mayer."



"Joan Crawford in 'Paid' was a peach—who produced it?"

"Metro-Goldwyn-Mayer."



"That Garbo woman slayed me in 'Inspiration'—who made it?"

"Metro-Goldwyn-Mayer."



"I screamed at 'Reducing'—what company did it?"

"Metro-Goldwyn-Mayer."



"'Trader Horn' is the best film I ever saw—whose is it?"

"Metro-Goldwyn-Mayer."

(THIS COULD GO ON FOREVER— AND IT DOES, *on the next page thank you!*)

(continued merrily from preceding page!)

ALL IN ONE SEASON, TOO!



"'Dance Fools Dance' was a swell Joan Crawford hit—who made it?"

"Metro-Goldwyn-Mayer."



"Joan Crawford in 'Laughing Sinners' —some show—whose is it?"

"Metro-Goldwyn-Mayer."



"Whoever made 'Strangers May Kiss,' Norma Shearer's picture, deserves plenty of credit."

"It was Metro-Goldwyn-Mayer."



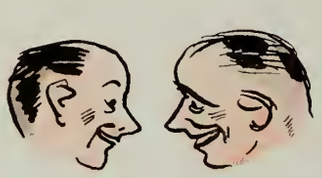
"Norma Shearer in 'A Free Soul' is her best yet! Whose is it?"

"Of course!"



"I'm keen for Bob Montgomery!— 'Shipmates' was swell! Who made it?"

"Metro-Goldwyn-Mayer."



"And Dressler-Moran in 'Politics'— Adolphe Menjou—Irene Dunne in 'The Great Lover' and more coming! They're all M-G-M hits!"

METRO-GOLDWYN-MAYER HAS WON THE CONFIDENCE OF ALL PICTURE PATRONS—

Cash in on that good-will in 1931-32!

METRO-GOLDWYN-MAYER PICTURES GIVE YOUR THEATRE PREFERENCE OVER ALL COMPETITION!

That's an advantage that no smart showman can afford to overlook!

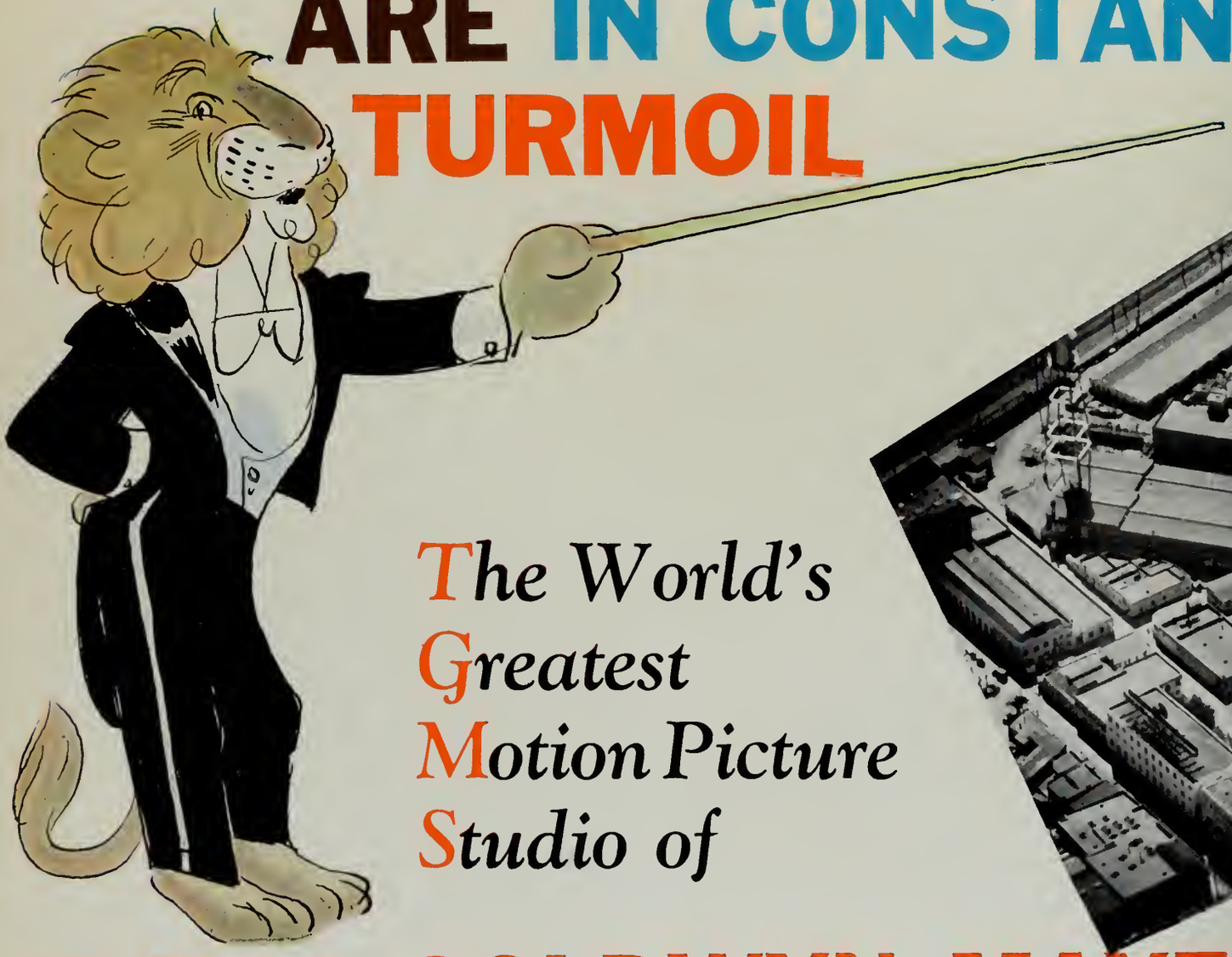


"BUT," *says Mister Exhibitor,* **"how do I know that the amazing quality of M-G-M product will continue during 1931-32?"**

(That's a tough question—but you'll agree we've answered it in the following pages—)



WHILE OTHER STUDIOS ARE IN CONSTANT TURMOIL



The World's Greatest Motion Picture Studio of

METRO-GOLDWYN-MAYER MARCHES FORWARD

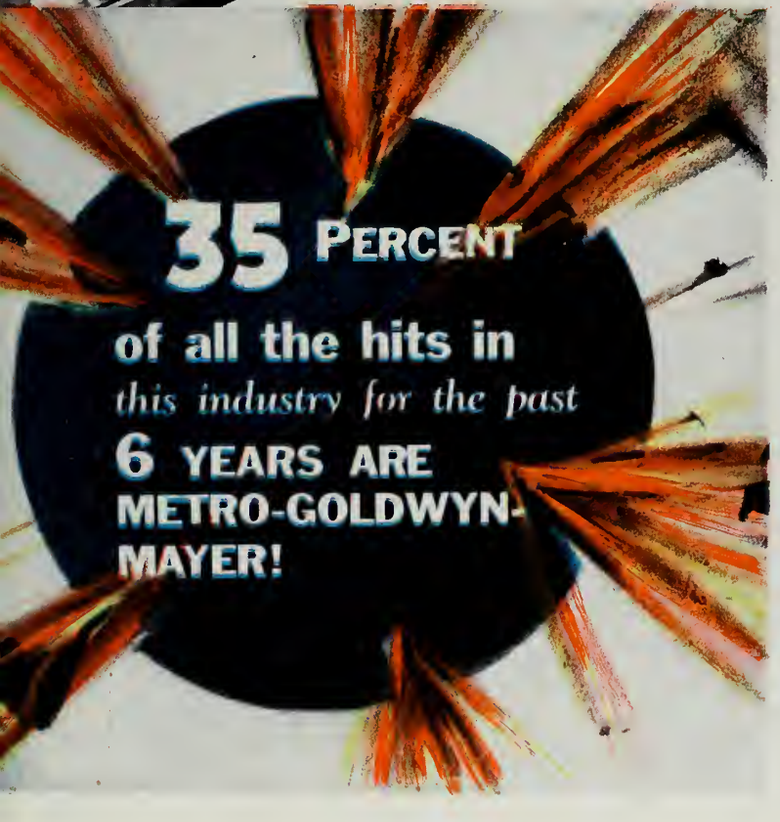
Safe and sane, with unchanged personnel, unimpaired efficiency!

BELOW: The M-G-M Studio is the marvel of Hollywood—the envy of all studios! No day passes without new projects for its betterment!



NO WONDER

that M-G-M has maintained a production superiority for 6 years!



AND THE SAME SUCCESSFUL SHOWMEN NOW GUARANTEE—

(It's a promise! Turn here—)

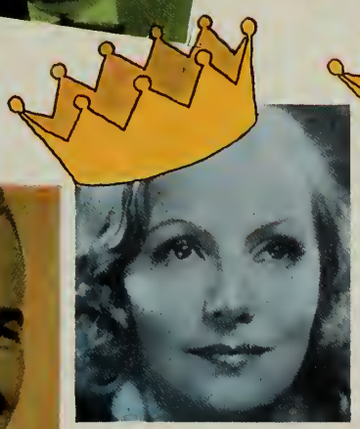
THE CROWNING GLORY
of Metro-Goldwyn-Mayer, 1931-32

M-G-M has the Stars of Today. M-G-M is grooming the Stars of Tomorrow. M-G-M is the Star outfit!















AMONG M-G-M FEATURED PLAYERS

They Guarantee Star-Studded Casts!

Dorothy Appleby
Nils Asther
Lionel Barrymore
William Bakewell
Edwina Booth
Jackie Cooper
Reginald Denny
Kent Douglass
Jimmy Durante
Cliff Edwards
Madge Evans
Clark Gable
Ralph Graves
Charlotte Greenwood
Neil Hamilton
Helen Hayes
Leila Hyams
Jean Hersholt
Hedda Hopper
Leslie Howard
Dorothy Jordan
Joan Marsh
Adolphe Menjou
John Miljan
Polly Moran
Karen Morley
Conrad Nagel
Ivor Novello
Monroe Owsley
Anita Page
Irene Purcell
Marjorie Rambeau
C. Aubrey Smith
Ruth Selwyn
Gus Shy
Lewis Stone
Ernest Torrence
Lester Vail

Following is Revised List of M-G-M Pictures in 1931-32 (*July 7th*)

30 STAR Productions

Every week in the year a Star for your Marquee. That has been M-G-M's policy since its inception. A policy of success! And in the coming year M-G-M again brings you the Stars that Shine in Productions that Top!

(2) **MARION DAVIES**—*Strong dramatic vehicles, nationally promoted!*
(2) **NORMA SHEARER**—*Even Strangers May Kiss Their Records Goodbye!*
(2) **GRETA GARBO**—*The One and Only!*
(2) **JOAN CRAWFORD**—*Cheerful eyefull! Joan draws a housefull!*
(3) **JOHN GILBERT** - *"Phantom of Paris" is handsome Jack of the good old days!*
(3) **WILLIAM HAINES**—*Watch Bill Haines in his new roles. A revelation!*
(2) **BUSTER KEATON**—*He is making the best comedies in the industry!*
(3) **ROBERT MONTGOMERY**—*Popularity that's deserved! A great future ahead!*
(2) **RAMON NOVARRO**—*A devoted public makes him a consistent draw!*
(2) **WALLACE BEERY**—*"Big House", "Secret Six"—And now clean up!*
(1) **LAWRENCE TIBBETT**—*His voice alone is worth the price of admission!*
(1) **LUNT-FONTANNE**—*New York's Theatre Guild stars pick M-G-M for their debut.*
(1) **LAUREL-HARDY**—*By popular demand! Their first feature length comedy "Pardon Us."*
(4) **COSMOPOLITAN**—*Big productions, nationally advertised!*

Special information forthcoming about MARIE DRESSLER Productions!

13 EXCEPTIONAL PICTURES

FLYING HIGH
The nationally famed Geo. White stage hit! With BERT LAHR, world's greatest stage comedian!

WIFE TO HUGO
The sensational novel of today. By Joy Bains. It packs a thrill in every minute of it.

THE AWAKENING (Temporary Title)
John Van Druten writer of stage successes has written a powerful drama for M-G-M's showmen!

BOARDING SCHOOL
Flaming youth learns about life and love in a de luxe society school. Helen Meinardi has written a knockout yarn!

ARSENE LUPIN
The classic crook story of all time. You know Arsene Lupin's wonder tale. It's right up M-G-M's showman alley!

BRIDGE VS. BRIDGE
Divorce told with thrills! The Liberty Magazine story by Ed. L. McKenna will be real talkie excitement!

AFTER ALL
The Van Druten play that holds London spellbound is coming to Broadway. And M-G-M grabbed it for the talkies!

GUILTY HANDS
Bayard Veiller, author of "Mary Dugan," "Paid," etc., is a success writer. He knows box-office. Here's his latest Big One!

HONOLULU
A brand new showman idea by Mildred Cram. The most exotic locale in the world dramatized in a glorious thrill show!

NIGHT COURT
Drama while the city sleeps! Charles Beahan —Mark Hellinger have ripped into a gold mine of humanity in a great metropolis!

RED HEADED WOMAN
Satevepost serial by Katharine Brush that's even more exciting than its title. It moves like a lightning bolt. Catch on!

THE SQUAW MAN
Cecil B. DeMille's grandest show. Months in production. Fifteen Big Names in All Star Cast. Thrills! Beauty! A money entertainment!

THREE WISE FOOLS
Austin Strong's roaring comedy! It's a pleasure. A broadway stage success that's going to be a topnotch talkie hit!

5 MARQUEE PICTURES

M-G-M capitalizes on dramatic ideas of the moment! We did it with "Caught Short","The Big House","The Secret Six"and others. We'll do it again when the time is right. Among "The Marquee Five" will be important vehicles that the psychology of the entertainment hour suggests. Important pictures! Depend on that!

M-G-M SHORT SUBJECTS

HAL ROACH'S DE LUXE COMEDIES plus the Biggest and Most Varied Short Subject Program in M-G-M History! Every name belongs in electric lights. Shorts—but sweet! They draw like Features!

LAUREL-HARDY (8)
No other comedy name draws like this pair! Advertise 'em like features and watch the grosses grow!

CHARLEY CHASE (8)
Consistently great releases have built him into a top-notch draw on any program anywhere!

OUR GANG (8)
They're better than ever! New ideas, new faces, new heart-tugs! They bring the young folks in as well as the adults.

THE BOY FRIENDS (8)
Never a new series to draw such exhibitor response. Audiences demand more of these merry comedies.

ZASU PITTS, THELMA TODD (8)
What Marie Dressler and Polly Moran are in features this pair will be in short subjects. They're great!

FITZPATRICK TRAVELTALKS (13)
The travel films that have won leadership by popular vote! M-G-M brings you the best!

M-G-M DOGVILLE COMEDIES (6)
We've got bigger and better plans for this laugh series. M-G-M's hot dogs are a draw on any marquee.

SIR HARRY LAUDER (4)
Imagine bringing this great drawing personality to your public with his favorite songs and stories!

M-G-M SPORT CHAMPIONS (12)
Headliners only! Names that belong in lights! The sports world in grand action talkies!

FISHERMAN'S PARADISE (6)
The first one was brought back to Broadway three times! That's a record for a short. A smart series!

FLIP THE FROG (12)
"Ub" Iwerks is the pioneer of all cartoon shorts and his "Flip the Frog" has more fun than anything he's ever done!

HEARST METROTONE NEWS (104)
The super-newsreel of the newspaper, the radio and screen, with which is incorporated THE GLOBE TROTTER.

(And now there's just one more thing to do—*Look!*)

USE YOUR HEAD!



Para. Sees Victory in Dreiser Row

(*Continued from page 1*)

Witschief on the author's application for an injunction to restrain the company from exhibiting the film.

Dreiser, bedecked in white unpressed duck trousers, a blue shirt and baggy blue coat, heard Humphrey J. Lynch, attorney for Paramount, state that "no great motion picture company could allow 'an eccentric author' to run its business."

Dreiser, accused of plagiarism before, showed no reaction when Lynch declared that Dreiser's book was merely a review of the Chester Gillette murder case in 1906 and remarked that "if there was ever a case of plagiarism this was it."

Lynch said it would be too foolish to imagine that the 360,000 words in Dreiser's story could be boiled down into a one hour and forty minute picture and still completely portray the book.

"The disorderly house scenes in this book could not be placed in any motion picture," Lynch declared. "If we were to place one tenth of the flirtation scenes from the book into the picture, it could not be produced."

Rigid censorship laws in England and Australia, where the picture is to be shown, had to be considered, said Lynch. Moreover he said the company has spent $689,000 on the picture of which $138,000 went to Dreiser.

Hays, in his argument, said Dreiser had had a scenario prepared himself. Lynch assured the court that the writer of this scenario was a "Bolshevist" and had to be kept out of the country, whereupon Dreiser guffawed loudly. The author at this point leaned over to Lynch and said something which was inaudible. He may have intended it as a quip, but it didn't meet Lynch's approval. "Put that in your next book. I don't care to argue with you," he was heard to say.

Hays told the court that the opening "shot" of the picture showed the hero looking at girls' legs and later glancing into the window of a women's shop. He said the picture started on page 150 of the book, entirely ignoring the earlier pages. Dreiser, his attorney declared, intended the book as an indictment of society. He intended to represent the hero as a victim of his environment. The picture depicted him as a "perverted sex mad creature," he argued. The picture is entirely devoid of any of Dreiser's philosophy and psychology, Hays contended.

Hays asured the court that Dreiser did not think so much of the monetary remuneration but wanted to produce "a great picture," and in this desire believed he had the support of Jesse L. Lasky. He cited clause ten of the contract which declared that the completed picture was to be submitted to the author for suggestion and criticism and that the producer was to do all in its power to meet his wishes. This caused the court to smile broadly.

Paramount acted in bad faith, Hays said and it was February 16 before Dreiser received a telegram from the scenario department informing that the scenario had been completed and was ready for inspection. Dreiser's lawyer claimed the author communicated with the scenario department and was informed there was no time to review the scenario as production had to start the following week. Hays also maintained:

That Dreiser wired to Lasky and the latter replied there might be time to review the script, but that a few days later Dreiser was informed he could not do so before the production was started.

That when he finally received the script, Dreiser wired Lasky it was an insult. Efforts to placate the irate author followed.

That Lasky paid the railroad fare of Dreiser and a scenarist to Hollywood where Dreiser was called "Teddy" by Lasky and Josef Von Sternberg, director. Hays said that Lasky and Von Sternberg began issuing statements about "genius," in all of which Dreiser was included.

Dreiser didn't wish to be hasty, Hays told the court, so he invited a group of authors and critics to a preview. The group thought it was "gross grotesque" and that it didn't represent the story of "An American Tragedy."

The hearing was on application for a temporary injunction pending the trial for a permanent one. Justice Witschief reserved decision and gave the attorneys until Monday to file briefs and affidavits. Hays suggested affidavits and briefs should be considered final evidence and that no testimony be taken. Lynch said he thought he could agree, but first preferred to discuss the move with Paramount officials.

Text of Credit Decree

UNITED STATES DISTRICT COURT
Southern District of N. Y.

United States of America, Petitioner —vs— First National Pictures, Inc., et. al., Defendants — FINAL DECREE In Equity 45/99

This cause having come on for hearing before this Court and having been determined by a decree entered December 23, 1929, from which the petitioner appealed to the Supreme Court of the United States, which has reversed the decree of this Court and issued its mandate, filed herein January 20, 1931, remanding the cause:

NOW, THEREFORE, upon motion of the petitioner, by George Z. Medalie, Esq., United States Attorney for the Southern District of New York, John Lord O'Brian, Esq., the Assistant to the Attorney General, John Harlan Amen, Esq., and Charles H. Weston, Esq., Special Assistants to the Attorney General, of Counsel, for relief in accordance with the prayer of the petition, and the defendants having appeared by their attorneys, Messrs. Cadwalader, Wickersham & Taft, and Cornelius W. Wickersham, Esq., Arthur L. Fisk, Jr., Esq., and Gabriel L. Hess, Esq., and submitted a different form of decree of counsel, it is

ORDERED, ADJUDGED AND DECREED as follows:

First: That by reason of the mandate of the Supreme Court issued November 24, 1930, and filed in this Court on January 20, 1931, the decree of this Court, filed and entered herein on December 23, 1929, whereby the petition herein was dismissed on the merits, be and it hereby is vacated and set aside.

Second: That (1) the agreement of the defendant distributors to cause each defendant Film Board of Trade to adopt Rules and Regulations for the Establishment and Operations of a Credit Committee, a copy of which Rules and Regulations is attached to the petition herein as Exhibit "A": (2) the adoption of said Rules and Regulations by each defendant Film Board of Trade; and (3) the carrying on of interstate commerce in motion picture films by the defendant distributors in conformity with the provisions of said Rules and Regulations constitute a conspiracy in restraint of interstate trade and commerce in violation of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce against Unlawful Restraints and Monopolies," commonly known as the Sherman Anti-Trust Act.

Third: That the defendants, their officers, agents, servants and employees, and all persons acting under, through or on behalf of them, or any of them, hereby are perpetually enjoined, restrained and prohibited, individually and collectively.

1. From further engaging in or carrying out said conspiracy or any other conspiracy similar to, or having a purpose or effect similar to said conspiracy.

2. From doing any act or thing whatsoever having the same purpose or effect as the acts done in pursuance of said conspiracy, or promoting, or tending to promote, any of the purposes and effects thereof.

3. From enforcing or carrying out, directly or indirectly, any of the provisions of the aforesaid rules and regulations or any other rules or regulations identical therewith or similar thereto, or having the same purpose or effect as the aforesaid rules and regulations.

4. From retaining any sum or sums heretofore received from any exhibitors of motion pictures in the United States by virtue of the operation or enforcement of the aforesaid rules and regulations.

5. From entering into any understanding, arrangement, combination, conspiracy or agreement (1) to refrain, either for a limited or an unlimited period of time, from entering into any contract for licensing the exhibition of motion pictures, or (2) to require the deposit of security by the licensee as a condition of entering into any such contract with such licensee.

Fourth: The provisions of this decree shall not be construed, however,

1. As prohibiting any defendant distributor, or any member of any defendant Film Board of Trade, from exchanging either directly or through a committee or other agency, information concerning the financial or moral responsibility of any exhibitor of motion pictures in the United States; always provided, that there shall not be made, in connection with or in supplement of such exchange of information, any comment in the nature of a recommendation as to any action to be taken thereon, or

2. As prohibiting, restraining or interfering with the action of any single company or firm, which is a defendant herein, by its or their officers, agents or employees, whether such officers, agents or employees, are themselves made parties hereto or not, from acting with respect to its or their own corporate or firm business, property or affairs, entirely independently and free from any agreement or understanding with any other defendant distributor or defendant Film Board of Trade, or member thereof.

Fifth: Jurisdiction of this cause is hereby retained

1. For the purpose of enforcing this decree and of making such other and further orders and decrees as may become necessary herein, and

2. For the purpose of enabling any party hereto, to apply to the Court for such further orders and directions as may be necessary or proper in relation to carrying out the enforcement of the provisions of this decree, or

3. For the purpose of applying to the Court for a modification of this decree, if it be hereafter shown to the satisfaction of the Court that by reason of changed conditions or changes in the statute law of the United States, the provisions hereof have become inadequate or inappropriate, or unduly oppressive to the defendants, and are no longer necessary to assure the maintenance of conditions in harmony with law.

Dated New York, July 21, 1931.

JOHN M. WOOLSEY
(U.S.D.J.)

Tampa Indie. Dies After 3-Day Illness

TAMPA—James Thomas Horne, builder and operator of the Park, independent house, died at Tampa Hospital after an illness of three days. He was 71 years old and is survived by his wife and daughter. The latter has been assisting him at the theatre.

Return Credit Deposits, U.S. Court Orders

(*Continued from page 1*)

sponsibilities of any exhibitor, provided no recommendation is made of action to be taken and the right of the individual company to act independently on credits. The District Court is retaining jurisdiction in the case.

Dealt With Fake Sales

The credit system was established by distributors to offset and counteract losses caused by fake sales of theatres. Under the plan, credit standing of theatre purchasers was investigated, and where warranted in the opinion of the committee, deposits were asked as a condition of service. Exhibitors complained to the government that the system was oppressive and was forcing theatre purchasers to assume contracts of their predecessors. The case was presented on documentary evidence by the government from material obtained from Film Board files. A number of Film Board secretaries testified for the defense.

"BUY RIGHT—BUT BUY NOW"

2 Mickey McGuires On Peerless Program

(*Continued from page 1*)

were written by Jacques Kopfstein and both are to be directed by Al Herman, director of the two-reel comedies.

Peerless' line-up follows:

"The Sea Ghost," by Burnet Hershey, with Laura La Plante.
"State's Evidence," by Stanley Foster.
"Nobody's Children," by Mae Burrell.
"Fortune's Fool," by John Powers Copley and directed by Albert Herman.
"Blind Marriage," by Sada Synne.
"Half a Wife," by Arthur Hoerl.
"The Warning Shadow," by R. A. Reade.
"Innocent Sinners," by R. Evans Otis.
"Mickey," by Jacques Kopfstein with Mickey McGuire, directed by Albert Herman.
"The Fugitive," by Warren Williams.
"The Reckoning," by Lola Parsons.
"Love Bound," by Horace Vinton, with Ralph Forbes and Nance O'Neil, Myrna Loy and Betty Bronson.
"Divorce Mill," by Gladys Bronson.
"The Adventurous Sex," by Erwin Klee.
"Crooked Streets," by Carl Dormont.
"Tomorrow's Man," by Jacques Kopfstein. Albert Herman will direct. Mickey McGuire starred.
"Home, Sweet, Home," by Lucius Miller.
"Mystery of Judge La Garde," by Charles Reed Jones.
"Gamblers All," from play by Henry Clay Pierce. Albert Herman to direct.
"Worldly Women," by Hortense Sanderson Rich and Ashton Hemingway.
"A Solitary Sin," by Victoria Beale.
"Sporting Chance," by King Baggot. Albert Herman to direct.
"Modern Youth," by John Powers Copley.
"Honors Divided," by Arno Delvaine.

"BUY RIGHT—BUT BUY NOW"

Selznick "Set"

HOLLYWOOD—David Selznick, who resigned the other day from Paramount to enter independent production, is on his way East.

Before entraining, he said:

"My plans are about complete. We are going to confine ourselves to quality productions."

"BUY RIGHT—BUT BUY NOW"

Irene Delroy Hurt

MONTREAL—Irene Delroy, screen actress, is spending part of her honeymoon in a hospital as a result of a fall from a horse. She recently married W. L. Austin, Jr., of New York.

"Lieutenant," Vaude Team Draw in L. A.

Total $144,500 for 13 Theatres

Los Angeles—"Smiling Lieutenant" continued to be a big draw in its second week at the Carthay Circle, grossing $14,800 against an average take of $12,500. Olsen and Johnson are credited with a major portion of the $17,500 intake of the RKO, which had "The Lawless Woman" on the screen. Par for this house is $15,000.

"A Free Soul" closed strong at the Criterion and Chinese, in its fourth week of day and date runs. "Broadminded" clicked satisfactorily at both Warner houses. Other houses had light grosses, but showed an improvement over the previous week. The weather has been extremely hot and the beaches have hurt theatre trade.

Estimated takings for the week ending July 22 and year-round averages:

"SU ULTIMA NOCHE" (Ind.)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $4,900. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 2nd week, 7 days. George Stoll and Band. **Gross:** $14,800. (Average, $12,500.)

"A FREE SOUL" (M-G-M)
FOX CRITERION—(1,652), 35c-65c, 4th week, 7 days. **Gross:** $8,300. (Average, $10,000.)

"A FREE SOUL" (M-G-M)
GRAUMAN'S CHINESE—(2,030), 25c-75c, 4th week, 7 days. **Gross:** $7,000. (Average, $8,000.)

"THE BLACK CAMEL" (Fox)
LOEW'S STATE—(2,418), 35c-65c. 7 days. F. & M. "About Town" Idea. **Gross:** $19,200. (Average $27,000.)

"SALVATION NELL" (Tiff)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show with Leon Errol, Carleton Kelsey's Band. **Gross:** $9,000. (Average, $16,000.)

"THE MIRACLE WOMAN" (Col.)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $9,200. (Average, $16,000.)

"NEVER THE TWAIN SHALL MEET" (M-G-M)
PANTAGES HOLLYWOOD — (3,000), 35c-65c, 7 days. F. & M. "Modern Minstrel" Idea. **Gross:** $11,100. (Average, $15,000.)

"THE SECRET CALL" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Tom Patricola and stage revue. **Gross:** $12,000. (Average, $25,000.)

"THE LAWLESS WOMAN" (Ind.)
RKO—(2,700), 35c-65c, 7 days. Olsen and Johnson in person, 5 acts vaudeville. **Gross:** $17,500. (Average, $15,000.)

"NIGHT ANGEL" (Para.)
UNITED ARTISTS—(2,100), 35c-65c, 7 days, 2nd week. **Gross:** $6,000. (Average, $13,500.)

"BROADMINDED" (F. N.)
WARNER DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $12,000. (Average, $15,000.)

"BROADMINDED" (F. N.)
WARNER HOLLYWOOD—(3,000). 7 days, 35c-50c. **Gross:** $13,500. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

Mrs. Neu Dead

Buffalo—Mrs. M. E. Neu, mother of Oscar Neu, president of Neumade Products, is dead at the age of 73. Neu is here from New York for the funeral.

"BUY RIGHT—BUT BUY NOW"

Drop "Cincy" Board

Cincinnati—The local film board has folded. Hereafter the southern part of the state will be handled by the Cleveland office, of which Mrs Georgia Moffatt is secretary.

Looking 'Em Over

"Lullaby"
(M-G-M)

Hollywood—So morbid is the story of "Lullaby" that an audience at the Boulevard gave evidence of its dissatisfaction with the production, in which Helen Hayes makes her film debut. The overacting of the actress aroused adverse comment, as did the dialogue supplied by her playwright-husband, Charles MacArthur.

The action is largely laid in Paris where Helen lives with an artist, has a baby by him without the benefit of wedlock, goes to live with Lewis Stone, who turns out to be a jewel thief, and commits suicide when she is arrested and draws a ten-year term. She renounces her son to avoid spoiling his career but manages to provide money for his education as a physician. Reaching the depth of degradation, she is treated by her son in a fatal auto accident.

"Big moments" in the story evoked snickers from the preview audience; the comedy situations met with silence. An excellent cast, including, in addition to Miss Hayes and Stone, Neil Hamilton, William Bakewell, Eileen Pringle, Marie Prevost, and Cliff Edwards, was handicapped by the material. Edgar Selwyn directed.

"BUY RIGHT—BUT BUY NOW"

"Lasca of the Rio Grande"
(Universal)

Hollywood—Here is a Western with a different treatment that interested an audience at the Boulevard Theatre. Leo Carrillo, John Mack Brown and Dorothy Burgess in the leading roles clicked with the audience, and the capable performances of the entire cast and the direction of Edward Laemmle won commendation. The punch was supplied by a cattle stampede and the comedy by Slim Summerville.

Brown is cast as a Texas Ranger in love with Miss Burgess, a dance hall girl coveted by Carrillo, the villain. She kills a ruffian in self-defense, but Brown, who is taking her to jail, allows her to escape. Later she loses her life in saving him from Carrillo.

"Woman Pursued"
(Radio)

Hollywood — Radio comes with "Woman Pursued" by and with Ivan Lebedeff to contribute another excellent production for fall box-office revival.

This is a gorgeously mounted story of Balkan intrigue, cleverly directed by Richard Boleslavsky and featured by performances of Author-Star Lebedeff, Genevieve Tobin, Betty Compson, Ilka Chase and Arthur Edmund Carew. It is notable for its unusually brilliant camera effects by Leo Tover.

Lebedeff, as a romantic Russian officer in pursuit of spies in Rumania, should give the ladies plenty of thrill. Miss Tobin and Miss Compson will keep the men interested while the ladies enjoy the star.

It is proof again that the studio boys out here have peeled off their coats and gone to work making pictures.

Leo Meehan

"The Brat"
(Fox)

Hollywood—An enthusiastic reception was accorded this offering by a preview audience, thereby justifying the action of Fox in signing Sally O'Neill to a term contract. She gave a vivacious performance that was hugely enjoyed and excellent photography and good direction by John Ford added considerably to the box-office appeal of the film.

There was a plenitude of laughs and several times the merriment was so prolonged that the dialogue following was drowned out.

Members of the cast whose work elicited commendation were Allen Dinehart, Frank Albertson, Margaret Mann, Virginia Cherrill, June Collyer, J. Farrell MacDonald, Mary Forbes, Albert Gran, William Collier, Sr., and Louise MacIntosh.

"BUY NOW" SALES

Ned Depinet has sold the RKO Pathe line-up to the Central States Theatre Corp. of Iowa. This is the small town circuit operated by Abe Blank.

E. J. Sparks, operating 23 theatres in Florida, has enrolled in the "Buy Right—But Buy Now" movement by signing contracts with J. R. Grainger for the Fox product. The houses included are:

Imperial, Jacksonville; Alcazar, St. Petersburg; Beacham, Orlando; Jefferson, St. Augustine; Florida, Gainesville; Milane, Sanford; Dixie, Ocala; Arcade, Ft. Myers; Sunset, Ft. Lauderdale; Sunrise, Ft. Pierce; Palace, Bradenton; Edwards, Sarasota; Capitol, Clearwater; Star, Arcadia; Howell, Palatka; Dolka, Leland; Capitol, Plant City; Broadway Grand, Winter Park; Casino, Ybor City; Sparks, West Tampa; Sparks, Palmetta, Ritz, Tallahassee.

Booking contracts were completed by Warners-First National whereby the Midland Theatres Company of Newark, O., will show 100 per cent of the companies' product for the new season at the Midland, Auditorium and Grand.

Cleveland—Monogram has sold its 38-picture line-up to the following accounts:

Dreamland, Elyria; Garfield and New Victory, Cleveland; Columbia, East Liverpool; Rex or New, Steubenville; Lincoln, Dennison; Yorkville, Yorkville; Rivoli, Lorain; Lyceum, Cleveland; Hippodrome, Warren; Valentine or Strand, Canton.

Memphis—S. M. Sachs of the RKKO Pathe office has booked all Rooster brand shorts in the Lightman and the Boyd circuit houses.

Florida Kills Ticket Tax, but Another's Up

(*Continued from page* 1)

every line of business in the state has bobbed up in the Senate. The bill, introduced by Senator Young of Vero Beach, takes a harder rap at amusements than other lines. The schedule for amusements, which includes "theatres, motion picture shows," etc., would be one and three-quarter per cent on the gross receipts up to $2,500. each month; two and a half per cent up to $5,000 and so on up to three and a half per cent for amounts over $10,000. The tax on other lines of business are rated at one per cent for the first $1,000 with advances for each additional $1,000.

"BUY RIGHT—BUT BUY NOW"

Paramount May Pay Dividend in Stock

(*Continued from page* 1)

gether with dividend payments in cash during the summer period when production expenses are high and income low, the news service states, may reduce the current assets ratio below the point required in the bond indenture.

To alleviate this situation, the corporation may sell $10,000,000 additional debenture bonds or substitute stock for cash dividend payments for two or three quarters until its position is built up out of current income.

The stock repurchase is under guarantees given in connection with a number of theatre deals, it is understood. Paramount in acquiring several circuits, made stock deals guaranteeing repurchase of the stock at 80.

Action Up to Board of Directors, Firm Says

Action on Paramount dividends can be taken only by the board of directors, which have not yet passed upon the next dividend, states C. C. McCarthy, director of public relations for Paramount Publix.

"BUY RIGHT—BUT BUY NOW"

Horne Realigns U.A. Ad, Publicity Force

Reorganization of the United Artists advertising and publicity department and plans for establishment of the new Exhibitors Service Department are under way by Hal Horne, who recently took over the department.

National tie-ups are being arranged as a preliminary by Charles Baron, who has been brought into the home office from Detroit. Monroe W. Greenthal, former associate editor of the Universal newsreel, and Eugene Nathanson, formerly with the New York Evening Journal, have been added to the advertising department.

"BUY RIGHT—BUT BUY NOW"

Leonard Recovers

San Francisco—Charles Leonard, publicity director of the United Artists theatre, is back at his post after a short illness and operation.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 46 NEW YORK, FRIDAY, JULY 24, 1931 TEN CENTS

Continue Plan For Kinogram Ad Newsreel

New Financing Arranged And Ad Deals Sought

While Oscar Hanson is being released by Allied States Association from direction of distribution of the Kinograms sponsored newsreel, plans are going forward for issuance of the reel August 28 as scheduled.

Captain McL. Baynes of Kinograms now is in Chicago where new financing has been arranged for and advertising contracts are being sought.

Hanson asked for his release to accept a new post in Canada to promote showing of British films and to further the independent exhibitor movement. He will, however, continue to handle newsreel contracts as long as his services are required.

"BUY RIGHT—BUT BUY NOW"

Warner-F.N. Sell To Loew and RKO

The ink flew fast over at Warner-First National yesterday and when signatures were dried, it appeared that the new season product of those companies had been sold to the Loew circuit in the metropolitan area and to RKO for its Greater New York circuit. In the negotiations with Loew, the circuit was represented by David Loew and Eugene Picker, and the distributor by Claude C. Ezell, George Balsdon, Jr., and A. W. Smith, Jr.

Acting for RKO in the second deal were Jules Levy and John O'Connor while Ezell, Balsdon and Smith again represented Warner-First National.

Warner-F. N. Launch New Season Aug. 22

Warner-First National officially begin its new releasing season on August 22 with "The Star Witness." Sam E. Morris has scheduled 12 pic-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

1,400 Contracts on Two U. A. Pictures

United Artists is profiting by the "Buy Right—But Buy Now" movement and to date more than 1,400 contracts have been closed on "The Unholy Garden," starring Ronald Colman, and "Palmy Days," starring Eddie Cantor, according to Al Lichtman, distribution chief. This is in addition to sale of the entire output to Publix and Fox.

Maloy Balks "Rebellion"

Chicago—Meeting of union operators called to discuss 24 grievances cited against Tom Maloy, indicted dictator of the union, was broken up by Maloy's threats to revoke the memberships of those attending on grounds of treason.

Only five union men, all of them deputies of Maloy assigned to report on the meeting, arrived at the appointed time. Observers are still inclined to believe that a new undercover attempt to oust Maloy and his indicted faction from the union will be made soon by accredited members of the union.

Union Chain In Australia In Bad Spot

SYDNEY—The main topic of conversation in film circles now is "What is going to happen to Union Theatres?" Business has been very bad recently for that circuit and for Hoyts, and there is much conjecture concerning their fate.

Bankers for Union are repeatedly asking that the circuit be sold or leased and negotiations are on with Paramount and Fox, with the latter said to be leading. Paramount wants to pick certain houses, but the bankers and stockholders are said to be opposed to such a deal.

There is no relief in sight for

(*Continued on page 13*)

Nathanson in New Attack on Probe Report

TORONTO—Sharp comment is contained in a statement issued by N. L. Nathanson, former managing director of Famous Players Canadian Corp., in reply to the combine report of Commissioner Peter White following the Canadian film probe. Incidentally, Nathanson has stirred up the old battle against Adolph Zukor and I. W. Killam, the latter of Montreal, regarding the sale of shares in the Canadian company to Paramount by means of which Paramount obtained control.

Although Nathanson was "severely reprimanded" in the White report,

(*Continued on page 13*)

Cohn Is Interested in Independent Pictures

HOLLYWOOD—Columbia is interested in independent productions, states Harry Cohn, company production head. If anyone has any pictures, "send them along as we want to see them," he declares.

Novarro and M-G-M Spar on New Deal

HOLLYWOOD—Ramon Novarro and M-G-M are still sparring over financial terms of a new contract. Novarro will co-star with Garbo in "Mata Hari" but the agreement is said to cover that one picture.

Threaten Theatre Boycott If Vaude Is Not Restored

MEMPHIS—Threat of boycotting two downtown theatres here unless vaudeville is restored is hinted by A. E. Weinstein of counsel for the Civic Club organization composed of 17 civic clubs and said to have 25,000 members.

Civic clubs, it is stated, want good vaudeville returned to Memphis and if this is not done will give encouragement to neighborhood theatres, Weinstein stated. The attorney is chairman of committees named to draft resolutions for presentation before the council. He says that conferences with theatre owners will be sought next week. A meeting of

(*Continued on page 2*)

M-G-M to Re-Shoot Helen Hayes Picture

HOLLYWOOD—Retakes are under way on "Lullaby," Helen Hayes' initial starring vehicle. Both Miss Hayes and her playwright husband, Charles MacArthur, feel the film would kill her in pictures.

Offer was made to Louis B. Mayer to do over the whole story without charge if he would shoot new sequences, to which he agreed. Clarence Brown tentatively has been set to do the retakes, replacing Edgar Selwyn.

Each Company Decides Own Credit Plan

Woolsey Order Formality To Enforce U. S. Edict

Distributors will continue to deal with credits individually as they have since the Supreme Court upset the Thacher decision and ruled operation of the credit committee system in the industry a conspiracy in restraint of trade.

The filing of the injunction decree by Federal Judge Woolsey was a mere formality carrying out the edict of the Supreme Court and setting up machinery for enforcement of that edict, Gabriel L. Hess, Hays association counsel, states. The credit committees were abolished eight months ago when the high court's decision was handed down.

Since that time, each company has dealt individually with its credit problems, levying advance deposits where it felt the risk warranted.

"BUY RIGHT—BUT BUY NOW"

One Man in Booth Asked in "Cincy"

CINCINNATI—Tentative plans and proposals are being formulated for next season's setup at preliminary meetings now being held between representatives of the exhibitors and operators.

The law firm of Le Blond, Morrisey, Terry and Gilday, together with R. Earl Myers, president, and Fred M. Strief, business manager of the Ohio Allied unit, are representing that organization, as also the Cincinnati Motion Picture Exhibitors' League, while the operators' interests

(*Continued on page 13*)

"BUY RIGHT—BUT BUY NOW"

Rose Hobart and "U" At Parting of Ways

HOLLYWOOD—Rose Hobart and Carl Laemmle, Jr. have come to the parting of the ways, according to Florabel Muir who says in *The Hollywood Herald*:

"The blow-off came when Junior handed Rose the script of 'Back Streets' in which he planned to star her. She read the script and said 'No, thanks'.

"'I've got a five year contract with Universal,' she told me, 'but I guess it won't do either of us any good. Junior says I don't know anything about movies and maybe he's right. I hope time and distance will soften our feelings toward each other. I'm going back to the stage, which is my medium and where I know what I can do. There has been no release of my contract, so I can't make any more pictures, and that suits me, too.'"

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 24, 1931 No. 46

MARTIN QUIGLEY
Editor-in-Chief and Publisher
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

U.S. Suit vs Warners Slated for October

Trial of the government's suit against Warners brought under the Clayton anti-trust act in connection with the Warner acquisition of First National is scheduled to come up before the October term of Federal District Court, New York.

"BUY RIGHT—BUT BUY NOW"

Probe Eye-Opener For Public in Canada

TORONTO—"If the film investigation has served to bring home to our people the realization that American ideas and American thought are being spread throughout the Dominion through the medium of motion pictures, then I feel the inquiry has served a good purpose," states Ontario's attorney general, W. H. Price. He did not indicate whether the province will prosecute participants in the alleged combine.

"BUY RIGHT—BUT BUY NOW"

Five Years Old

Vitaphone will celebrate its fifth anniversary August 6. The birthday will be observed in all of the Warner theatres in the form of special programs and some of the original numbers that played on the "Don Juan" program at the Warner theatre in New York may be revived.

"BUY RIGHT—BUT BUY NOW"

Signs Burton King

HOLLYWOOD — John R. Freuler, president of Big 4 Film Corp., has signed Burton King as production supervisor on the West Coast.

"BUY RIGHT—BUT BUY NOW"

Rothacker on Coast

HOLLYWOOD—Watterson R. Rothacker is back in Beverly Hills following a trip to the Orient.

"BUY RIGHT—BUT BUY NOW"

Mayo Leaves

Archie Mayo leaves New York for Hollywood via the Canal tomorrow.

Small Gain Shown on Dull Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8⅛	8⅛	8⅛	+ ⅛	100
Eastman Kodak	145½	142	145	+1	2,300
Fox Film "A"	16¾	16⅛	16⅝	+ ½	1,800
General Theatre Equipment, new	37⅜	33¾	37⅜	.....	800
Loew's, Inc.	45⅜	44¼	45⅜	+ ⅝	1,800
Paramount Publix	23¾	23	23	— ⅜	8,200
Pathe Exchange	1⅝	1½	1½	— ⅛	600
Pathe Exchange "A"	7	7	7	+ ⅛	100
RKO	14¾	14¼	14⅝	+ ¼	1,500
Warner Bros.	7⅛	6¾	7⅛	+ ⅛	4,300

Curb List Reacts to Stocks

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅝	2⅝	2⅝	.....	600
General Theatre Equipment pfd.	7½	7½	7½	— ½	100
Sentry Safety Control	1	1	1	.....	100
Technicolor	6½	6½	6½	.....	100

Bonds Irregular; P. P. Off 1½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	34	33¼	33¼	—1	36
Loew's 6s '41 ex war	98⅝	98	98⅜	+ ⅝	3
Paramount F. L. 6s '47	89	88	88	—1	22
Paramount Publix 5½s, '50	79	77	77	—1½	14
Warner Bros. 6s '39 wd	41½	40	41½	+1¼	49

Warner-F.N. Sell To Loew and RKO

(*Continued from page* 1)

tures with definite dates. Here's the line-up:

THE STAR WITNESS, with Walter Huston and Chic Sale. A Warner release available Aug. 22.

LARCENY LANE, with James Cagney and Joan Blondell. A Warner release available Aug. 29.

THE LAST FLIGHT starring Richard Barthelmess. A First National release available Sept. 5.

ALEXANDER HAMILTON, starring George Arliss. A Warner release available Sept. 12.

THE BARGAIN. A First National release available Sept. 19.

THE ROAD TO SINGAPORE, starring William Powell. A Warner release available Sept. 26.

PENROD AND SAM. A First National release available Oct. 3.

FIVE STAR FINAL, starring Edward G. Robinson. A First National release available Oct. 10.

EXPENSIVE WOMEN, starring Dolores Costello. A Warner release available Oct. 17.

THE RULING VOICE, with Walter Huston and Loretta Young. A First National release available Oct. 24.

SIDE SHOW, with Winnie Lightner. A Warner release available Oct. 31.

THE MAD GENIUS, starring John Barrymore. A Warner release available Nov. 7.

The 1930-1931 program winds up with:

BROAD MINDED, released Aug. 1.
NIGHT NURSE, released Aug. 8.
THE RECKLESS HOUR, released Aug. 15.
BOUGHT, released Aug. 22.

"BUY RIGHT—BUT BUY NOW"

Pollak Lining Up Peerless Exchanges

Adolph Pollak, general manager of the newly organized Peerless Productions, Inc., which has announced 24 features for the 1931-1932 season, left New York yesterday for a tour of the country. Pollak's route will take him through every key city in the country for the organization of the territorial distributors of the Peerless product. On completion of his trip, he will visit Hollywood for a conference with the production executives of the three Peerless producing units.

"BUY RIGHT—BUT BUY NOW"

Holding to 30

PARIS—The Pathe-Natan consolidation is making what some in the trade here consider a bold bid to capture the allegiance of the independents in holding its own production line-up to 30 pictures. Pathe-Natan needs 100.

Montreal Showman Dies

MONTREAL—M. G. Cockels, manager and one of the owners of the System theatre, downtown house, died here. He was 54 years of age and was born in Greece, arriving in Canada in 1896.

"BUY RIGHT—BUT BUY NOW"

May Trim Berlin Taxes

BERLIN — Municipal taxes, long cause for complaint by exhibitors here, are expected to be reduced by $225,000 a year shortly.

"BUY RIGHT—BUT BUY NOW"

Fox Signs Playwright

HOLLYWOOD—John Peter Leister, playwright, has been signed by Fox.

Threaten Memphis Theatre Boycott

(*Continued from page* 1)

the trades and labor council was held last night and union operators are expected to issue a statement by tomorrow.

Memphis is reported to be losing $200,000 yearly by cutting vaudeville. Weinstein says that money was being paid by musicians, stagehands and entertainers themselves who spent money for hotel bills, taxi cabs and shopping in the downtown section. Performers, he said, usually spend everything they make, which means ready cash is being spent every week in Memphis. This, he says, has been shut off as a result of the attitude of theatres. Every effort will be made to restore vaudeville here, said Weinstein.

The Strand is closing tomorrow night at the end of three days in second run of "A Free Soul." The theatre has been operated by Loew's since 1926 and was at one time the city's leading house. It has a capacity of 1,000. This leaves but four first run houses here.

"BUY RIGHT—BUT BUY NOW"

Laemmle Optimistic

Declaring he is more confident and more hopeful about general business and the situation of Universal than he has been in two years, Carl Laemmle sailed yesterday for Europe.

"BUY RIGHT—BUT BUY NOW"

Heads Para. Sound

R. J. Engler has been appointed general sound director at the Paramount New York studio.

Theatre Operators—

Are you taking advantage of the most complete and comprehensive SOUND SERVICE in the world? National Sound Service Bureau Inc. has a competent service man in your back yard available for service at your convenience.

NATIONAL SOUND SERVICE BUREAU

723 7th Ave., N. Y. C.

Sixth Floor



WE find it pleasant to give a hand to Harry Thomas this morning:

Because, when others are pulling their punches, he's pushing forward with no abatement in speed or pep.

Because, after twenty years of smiling with and cursing at the picture business, he is about to step into his most active year.

Because he is quaint enough and right enough to believe that the only way to properly merchandise pictures is to give each one individual treatment.

Because he is optimistic enough over returning prosperity to annex a program of almost 50 pictures for 1931-1932.

Because, finally, of all the independent operators in the Greater New York zone, none stands in better grace with the exhibitor than he.

KANN.

First Division To Offer Fifty

"Individually Sold — Individually Exploited."

With this as its slogan, First Division Exchanges, Inc., this year will offer approximately 50 pictures on its schedule, coincident with a program of expansion.

The firm, headed by Harry H. Thomas, for 20 years an independent producer and distributor, recently opened an office in Philadelphia to supplement activities of its New York exchange. This latter office serves all of New York State and northern New Jersey.

Plans now are under way for branches in Albany and Buffalo in connection with expansion designed to embrace those key cities.

The 50 pictures on the First Division list for the 1931-32 season contain a wide variety of selections designed for all classes of theatres.

Every picture on the new season's line-up, Thomas points out, will be backed by an individual exploitation campaign. This pre-selling program calls for the use of all classes of media to help sell seats to public, he declares.

"BUY RIGHT—BUT BUY NOW"

Two of Headline's Six Are Now Ready

Headline Pictures, which made its debut with "Women Men Marry," will supply six pictures for release by First Division Exchanges, Inc., in the New York territory. The initial attraction had its premiere at Warners' Beacon, New York, and has been booked for early showing in representative RKO, Fox and Loew houses, states Mortimer D. Sikawitt, president of Headline. In the cast of the picture are: Sally Blane, Natalie Moorhead, Randolph Scott and Kenneth Harlan.

The second picture on the Headline list is "A Private Scandal," already completed in Hollywood. This features Marian Nixon and Lloyd Hughes, supported by Lucille Powers, Theodore Von Eltz, Walter Hiers, Fletcher Norton and Burr McIntosh. Charles Hutchinson directed.

"BUY RIGHT—BUT BUY NOW"

In New Territory

PHILADELPHIA—First Division Exchanges, Inc., pioneer independent distributing organization of New York, has entered the local distribution field with Al Blofson, formerly Philadelphia and New York Tiffany manager, in charge. Harry H. Thomas is president of the organization, which has been operating for 20 years in the New York territory.

"Ingagi" on List

Harry Thomas now is handling distribution in the New York territory of "Ingagi," animal-adventure picture which was one of the most widely discussed pictures of last year. The picture was revamped after protests as to its authenticity and in new form proved a strong card at the Central, New York.

A Line About Thomas

WHAT kind of a chap is Harry H. Thomas? This is what the 1931 *edition of* Motion Picture Almanac *has to say about him*:

President of First Division Exchanges, Inc.; married; has two children.

Started motion picture career as an exhibitor in 1907 when he opened the Bushwick Palace theatre in the Williamsburg section of Brooklyn; six years later became associated with Greater New York Film Company; then with General Film Company which at that time took over the Greater New York Film Exchange; then to Fox as special representative.

Organized Alexander Film Company in 1921 and became an independent distributor; later became associated with I. E. Chadwick, who was president of Merit Film Exchange, as general manager and vice-president. In 1926 Merit Film was absorbed by him when he organized the present First Division Exchanges, Inc., exchange, which is the oldest independent exchange in New York City and shortly after acquired the Commonwealth Exchange with its product, Excellent Pictures.

Is a member of Fort Greene Lodge, A. F. & A. M. No. 922; an active factor in Elks Lodge, No. 22 in Brooklyn; member of the Motion Picture Club of New York and vice-president of Syndicate Pictures Corporation; vice-president of Sono Art-World Wide Pictures Corporation and vice-president of Prudence Pictures, Inc. and in association with Samuel Zierler, Tiffany Productions and Educational Pictures, controls the world rights for James Cruze Productions, Inc.; is also vice-president in charge of distribution in the newly formed Monogram Pictures Corporation.

Gets 'Sherlock' Film For the Entire U.S.

First Division Exchanges, Inc., enters the national field with acquisition of distribution rights to "Sherlock Holmes' Fatal Hour," detective mystery.

The picture now is in its third week at the Warner Theatre, New York, and today begins a day and date showing at the Beacon. It had been bought for showing at the Brooklyn Strand, but a print was unavailable on the dates set aside for it. However, it may play the house in August. Warners are booking the film into a number of other theatres of the circuit and it is being dated by RKO and Loew's.

Critics generally have praised the picture's audience appeal.

"Viking" Handled In N.Y. by Thomas

J. D. Williams, former First National general manager and later head of British International, returns to the American distribution field with release of "The Viking," which First Division is handling throughout the New York territory.

The picture was made off the coast of Labrador by Varick Frissell who, with a score or more of others, lost their lives in the explosion which destroyed the ill-fated whaler ship, "The Viking."

"The Viking" is the first independent picture to play Balaban & Katz's Roosevelt Theatre, Chicago, where it was held over for a three weeks' run and then was booked into others of the firm's Class A houses.

"BUY NOW" SALES

CINCINNATI—Monogram's 1931-1932 program has been sold to the following accounts:

Empress, Columbia, O.; Columbia, Athens, O.; Hollywood, Maysville, Ky., and Hippodrome, Columbus, Ky.

Over at Universal they insist that business is booming, despite the weather. One of the important local deals signed there covers the 30 houses of the Springer-Cocalis circuit in New York, Brooklyn and the Bronx, the product including the Tom Mix series and a large slice of short subjects. Leo Abrams of Big U exchange represented the seller and Messrs. Springer and Cocalis, the buyers.

The deal includes:

Adelphi, 77th Street, Symphony, Stoddard, Essex, Keystone, Olympia and Dyckman in Manhattan; Ward, Castle Hill, Interboro, Rosedale and Marble Hill in the Bronx; Park Hill, Broadway and Cameo in Yonkers; St. George Playhouse, Montmartre, Heights Apollo in Brooklyn; Capitol, Bayside, L. I.; Strand, Royal, Gaiety, State and Elmora in Elizabeth, N. J. and Park, Roselle Park, N. J.

Another Universal deal covers Fox Mid-West of Milwaukee. There are 24 houses in this circuit which was represented in this "Buy Now" move by H. Fitzgerald, division manager for Fox and by "Peck" Gomersall and George Levine for Universal. The houses:

Princess, Milwaukee; Fox, Colonial and Strand, Green Bay; Oshkosh and Strand, Oshkosh; Retlaw and Fond du Lac, Fond du Lac; Wausau, of Wausau; Fox, Merrill; Antigo and Fox, Antigo; Fox and Lyric, Stevens Point; Majestic, Beloit; Jefferies and Apollo, Janesville; Davison and Odeon, Beaver Dam; Park and Avon, Waukesha; Main Street and Strand, Racine; and Paradise, West Allis.

5 of Monogram's 28 Are Finished

Monogram Pictures Corporation, a nationalization of 33 independent exchanges in the United States and Canada, has completed five of the 28 pictures announced on its 1931-32 schedule. These are distributed in Greater New York and New Jersey and in the Philadelphia territory by First Division Exchanges, of which Harry Thomas is president. Thomas is also vice president of Monogram which gives him close contact with the production organization.

The pictures completed include: "Mother and Son," starring Clara Kimball Young, with Ernest Hilliard, Bruce Warren, Mildred Golden and John Elliott, and "Ships of Hate," starring Lloyd Hughes and Dorothy Sebastian. Both of these were directed by John P. McCarthy.

Also completed are two of the "Bill and Andy" westerns, starring Bill Cody and Little Andy Shuford, twelve year old cowboy youngster who has made a decided hit in his first two pictures, "Dugan of the Badlands" and "The Montana Kid." One Tom Tyler starring vehicle, "Partners of the Trail," is also completed.

There remain six "Bill and Andy" westerns, namely, "The Law of the North," "So This is Texas," "Oklahoma Jim," "Land of Wanted Men," "Mason of the Mounted" and "The Ghost City," and seven Tom Tyler releases, namely, "Vanishing Men," "Galloping Thru," "The Man from Death Valley," "Two-Fisted Justice," "Honor of the Mounted," "Single Handed Sanders" and "The Man from New Mexico."

The ten remaining dramas on the Monogram list include "Forgotten Women," "Klondike," "Isle of Hunted Men," "The Arm of the Law," "The Western Limited," "Law of the Sea," "Police Court," "The Midnight Patrol," "The Fatal Alarm" and "In Line of Duty."

Monogram maintains its own studios on Sunset Boulevard in Hollywood with three producing units in work at all times. Trem Carr is head of production.

"BUY RIGHT—BUT BUY NOW"

For "Buy Right" Move

Exhibitors of New York State and northern New Jersey favor the "Buy Right—But Buy Now" movement championed by MOTION PICTURE DAILY, it is shown by the number of contracts closed to date by First Division Exchanges, Inc., headed by Harry H. Thomas.

A number of circuit deals are included in the group, which embraces all classes of houses.

Two Pug Films

Two prize fight films are being distributed throughout New York State by First Division Exchanges. They are the Schmeling-Stribling and the Sharkey-Walker films. The latter is playing the Hippodrome, New York, where it opened yesterday morning, following the 15-round draw fought the night before.

A Camera Slant on Some Thomas Releases





Two scenes from "Ship of Hate," first of Monogram's 28 in which Lloyd Hughes and Dorothy Sebastian are featured.





Two scenes from "Night Life in Reno," first of the new Artclass releases. Cast includes Virginia Valli, Pat O'Malley and others.





"Women Men Marry" is the first of Headline Pictures' four. First Division handles them in the New York territory.



Scene from "The Viking," another on Harry Thomas' program.



Scene from "Sherlock Holmes' Fatal Hour," also a Thomas release.

Remarkable because Real!!
A Front Page News Sensation
The First All-talker Produced in the Arctic

Harold B. Franklin opens his new Hollywood Studio Theatre with "The Viking"

And this master showman had dozens of features to choose from

Max Balaban gives it 2 weeks at B & K Roosevelt, Chicago

and ENTIRE B & K PUBLIX MIDWEST CIRCUIT—

And here is the way his big newspaper ads read: "Here, Chicago, is drama of living adventure! Here is Drama of the Fighting Spirit! Here is Drama of a most magnificent courage."

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B. N. Judell, Inc.
Chicago, Ill.

INDIANA
B. N. Judell, Inc.
Indianapolis, Ind.

MICHIGAN
Graphic Exchanges, Inc.
Film Bldg., Detroit, Mich

WISCONSIN, NORTH MICHIGAN
B. N. Judell, Inc.
Milwaukee, Wisc.

MINNESOTA, N. & S. DAKOTA, WESTERN WISCONSIN
Mark Ross
Minneapolis, Minn.

EASTERN MISSOURI, SOUTHERN ILLINOIS
B. N. Judell, Inc.
St. Louis, Mo.

IOWA, NEBRASKA
Midwest Film Distributors
Omaha, Nebraska

KANSAS, WESTERN MISSOURI
Midwest Film Distributors
Kansas City, Mo.

TEXAS
Syndicate Picture Co.
Dallas, Texas

OKLAHOMA
Syndicate Pictures Co.
Oklahoma City, Okla.

WESTERN NEW YORK
First Division Pictures, Inc.
Buffalo, New York

CENTRAL NEW YORK
First Division Picture, Inc.
Albany, New York

WESTERN PENNSYLVANIA, WEST VIRGINIA
Alexander Film Service
Pittsburgh, Pa.

SOUTHERN CALIFORNIA AND ARIZONA
Co-Operative Film Exchange
Los Angeles, California

NORTHERN CALIFORNIA, NEVADA
Co-Operative Film Exchange
San Francisco, California

WASHINGTON, OREGON, NORTHERN IDAHO, MONTANA
P. C. Hurst Co.
Seattle, Washington

CANADA
Columbia Pictures of Canada, Ltd.
Toronto, Montreal, St. Johns, New Brunswick, Winnipeg, Calgary and Vancouver

UNITED KINGDOM
Sterling Film Co.
191 Wardour St.
London

VARIETY *SAYS:*

IN ITS CINCINNATI REPORT

Keith (Libson), (1,600; 30-50)—"THE VIKING" (Ind.). Exceptional exploitation for this house may draw $4,500, good. Last week "Lonely Wives" (Pathe) dove to $2,000.

THE FILM DAILY *SAYS:*

No offering this season has come anywhere near this Varick Frissell production, "The Viking," for genuine stark beauty and elemental punch.

N. Y. World-Telegram ranks it one of TEN BEST of the year.

Chicago Daily Times ranks it one of its DIAMOND DOZEN of the year.

Critics of New York, Boston, Philadelphia newspapers urge their readers to see it.

The VIKING

Produced by VARICK FRISSELL
Directed by GEORGE MELFORD

This is the picture that cost the lives of Varick Frissell and 25 others in the Sealer Viking disaster.

World's Rights Controlled by
J. D. WILLIAMS and ASSOCIATES
11 W. 42nd Street, New York, N. Y.

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WITH

LLOYD HUGHES, DOROTHY SEBASTIAN,
CHARLES MIDDLETON

"DUGAN OF THE BADLANDS"

WITH

BILL CODY, ANDY SHUFORD,
BLANCHE MEHAFFEY

"PARTNERS OF THE TRAIL"

WITH

TOM TYLER and BETTY MARA

"THE MONTANA KID"

WITH

BILL CODY, ANDY SHUFORD, PAUL PANZEN

TEN MORE MIGHTY MELODRAMAS TO FOLLOW:

"ISLE OF HUNTED MEN"
"FORGOTTEN WOMEN"
"THE ARM OF THE LAW"
"THE LAW OF THE SEA"
"POLICE COURT"
"IN LINE OF DUTY"
"THE WESTERN LIMITED"
"THE MIDNIGHT PATROL"
"KLONDIKE"
"THE FATAL ALARM"

THERE WILL BE 8 TOM TYLER WESTERN CLASSICS AND 8 BILL CODY-ANDY SHUFORD "BILL AND ANDY WESTERNS"

THE ONLY ALL-ACTION PROGRAM FOR 1931-32

NOW BOOKING AT 32 MONOGRAM EXCHANGES

630 Ninth Avenue, New York
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151 Granite St., Butte
505 West 4th Street, Charlotte
154 Walton Street, Atlanta
714 Twiggs St., Tampa
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1239 Vine Street, Philadelphia
1001 Perdido Street, New Orleans
Film Exchange Bldg., Dallas
1632 Central Parkway, Cincinnati
623 W. Grand Street, Oklahoma City
3214 Olive Street, St. Louis
1304 South Wabash Ave., Chicago
2075 Broadway, Denver
462 Glisan St., Portland
2418 Second Ave.. Seattle
284 Turk St., San Francisco
641 No. Seventh St., Milwaukee
279 Victoria Street, Toronto
1255 University St., Montreal

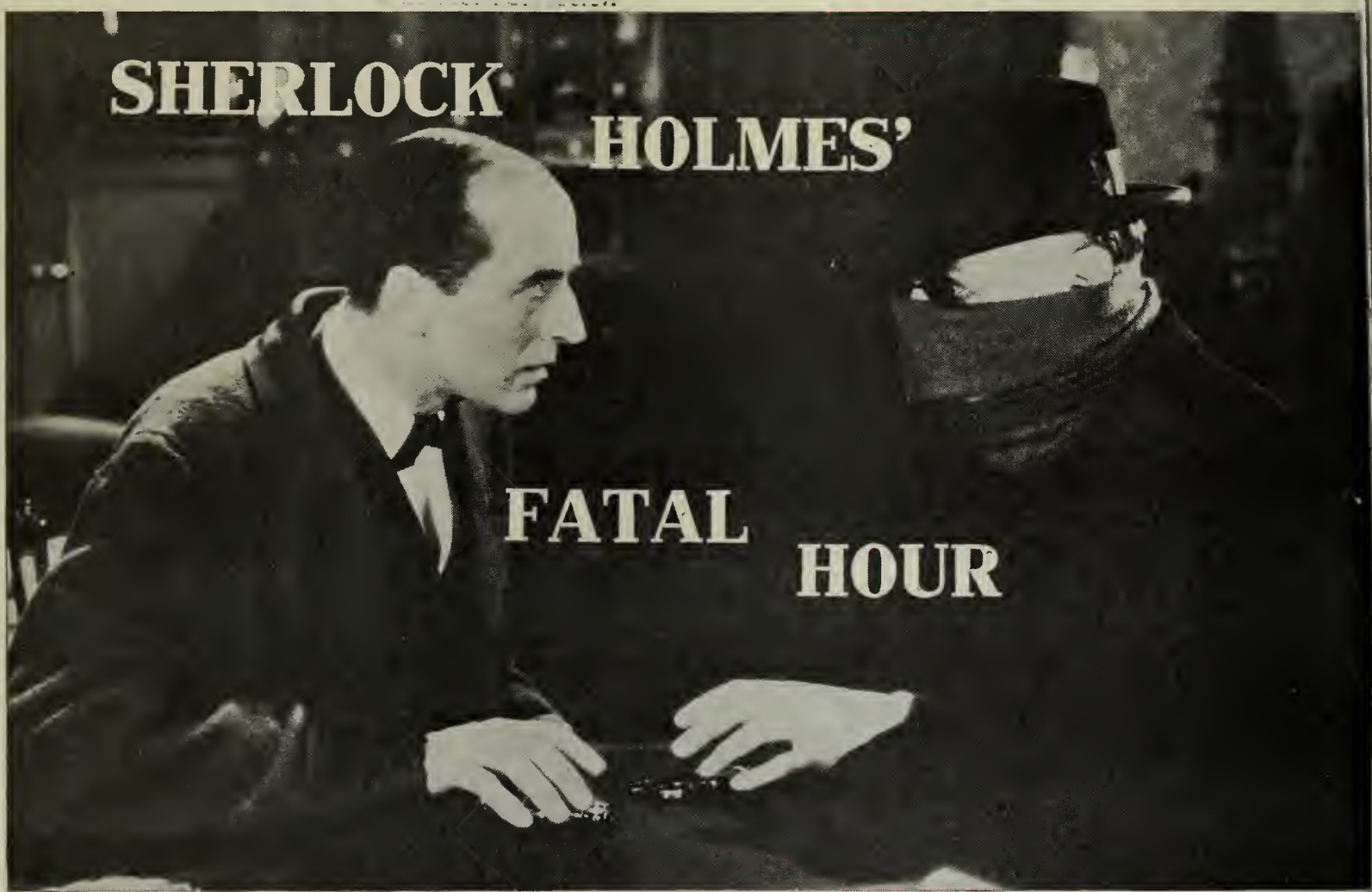
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ROUND BY ROUND DESCRIPTION

NEVER IN PUGILISTIC HISTORY
HAVE THERE BEEN TWO AMERICAN
HEAVYWEIGHT CHAMPIONS

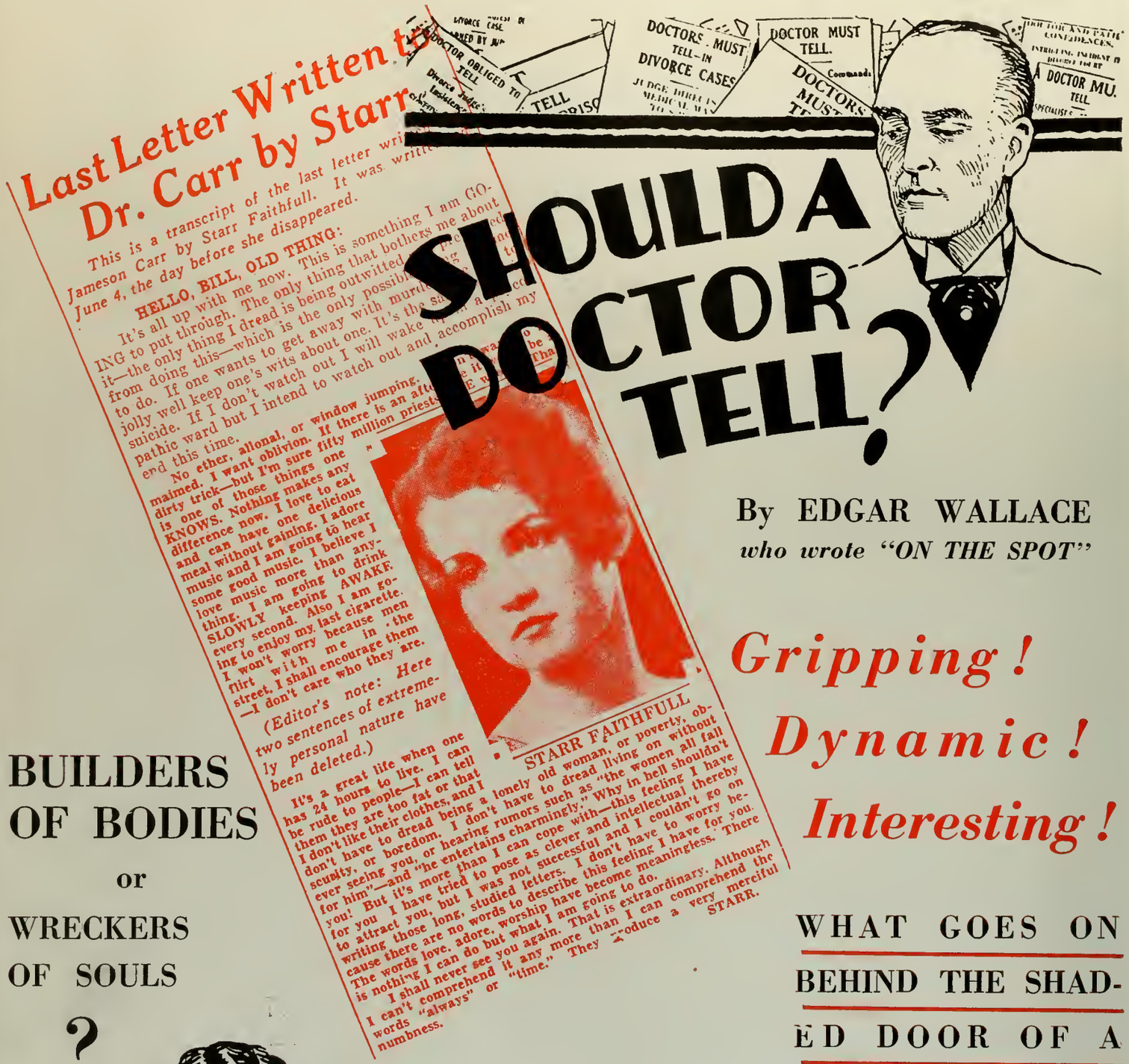
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By EDGAR WALLACE
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Gripping!
Dynamic!
Interesting!

BUILDERS OF BODIES
or
WRECKERS OF SOULS
?



WHAT GOES ON BEHIND THE SHADED DOOR OF A PHYSICIAN'S CONSULTING ROOM?

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FIRST DIVISION PICTURES
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A GENUINE CLEANUP
for EXCHANGEMEN and EXHIBITORS

PICTURES WORTHY OF FIRST RUN SHOWINGS EVERYWHERE
AVAILABLE AT ALL LEADING INDEPENDENT EXCHANGES

BOX OFFICE NAMES IN EVERY PICTURE

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"NIGHT LIFE IN RENO"

The Sensational Expose of the Private Lives of the Rich in America's Divorce Playground

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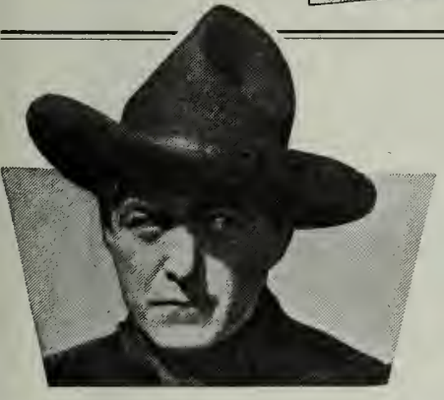
VIRGINIA VALLI
DOROTHY CHRISTY
ARTHUR HOUSMAN
DIXIE LEE

JAMESON THOMAS
CARMELITA GERAGHTY
CLARENCE WILSON
PAT O'MALLEY

Directed by Ray Cannon

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Powerful! Gripping! Tensely Dramatic!

HEADLINE PICTURES Present

"WOMEN MEN MARRY"



ONE WEEK AT WARNER BROS. BEACON THEATRE

NOW PLAYING ALL R. K. O. HOUSES

A Daring Modern Drama

With

SALLY BLANE
NATALIE MOORHEAD
KENNETH HARLAN

R. C. A. RECORDING

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GREATER N.Y. *and* NORTHERN NEW JERSEY By FIRST DIVISION PICTURES 630 NINTH AV. N.Y.C.

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729 SEVENTH AVENUE N. Y. C.

A First Division Release

'Black Camel' Cincy Leader With $24,923

Total $73,226 for 7 Theatres

CINCINNATI — Although not all houses showed plus average, and some failed to reach par, business as a whole went comfortably over the top this week when figured on the basis of aggregate averages. This is signicant, particularly in view of the intense heat which reached the year's record during the week when official thermometer readings indicated over 100. The refrigerated show shops were a haven of refuge from the blistering rays.

The RKO Albee maintained its position of leadership by turning in $2,923 more than normal on a gross of $24,923 with "The Black Camel" and Fifi D'Orsay on the screen and stage, respectively.

"Daddy Long Legs," after hitting a high mark on its first showing recently, again wowed 'em on second run at RKO Strand, where it piled up $5,508, which is $2,008 over the line. RKO Family had nice gains on split week booking of "Mothers Cry" and "The Vice Squad" (second run), and Keith's went slightly better than average with "The Viking," the first independent picture to play this house in years. Otherwise, business was fair.

Estimated takings for the week ending July 17 and year-round averages:

"THE VIKING" (State Rights)
KEITH'S—(1,600) 30c-50c, 7 days. **Gross:** $4,850. (Average, $4,500.)

"THE BLACK CAMEL" (Fox)
RKO ALBEE—(3,300) 35c-50c-65c-75c, 7 days. Vaudeville with Fifi D'Orsay. **Gross:** $24,923. (Average, $22,000.)

"I TAKE THIS WOMAN" (Para.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $10,730. (Average, $13,000.)

"MOTHERS CRY" (F. N.)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,572. (Average, $1,950.)

"VICE SQUAD" (Para.)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days, second run. **Gross:** $1,385. (Average, $1,050.)

"THE NIGHT ANGEL" (Para.)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $11,167. (Average, $12,000.)

"CONFESSIONS OF A COED" (Para.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $12,091. (Average, $14,000.)

"DADDY LONG LEGS" (Fox)
RKO STRAND—(1,350), 25c-40c, 7 days, second run. **Gross:** $5,508. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

Astralian Union Chain in Bad Spot

(*Continued from page* 1)

Union in the matter of rentals, and this has aroused the anger of the 10,000 stockholders who feel that high rentals are the main cause of the trouble.

Stockholders feel that lease of the circuit to Fox or Paramount will leave them holding the bag. Fox now has an interest in Hoyts. It is considered improbable that either of the American firms would make a deal which would do aught but appease the bankers, due to alleged overcapitalization of Union. The existing anti-American sentiment is not helping matters any.

"Sweepstakes" Is Winner of Portland Race

Total $12,200 for 5 Theatres

PORTLAND — "Sweepstakes" swept everything before it this week and won the race by a wide margin—$5,000. That represented the overage for the house, normal being $8,000 and the gross, $13,000. "Black Camel" did nicely at the Paramount, taking in $14,700 against an average of $12,000. And these records were made in the face of intense heat.

Estimated takings for the week ending July 22 and year-round averages:

"NIGHT ANGEL" (Para.)
FOX BROADWAY—(1,912), 25c-50c, 6 days. **Gross:** $6,900. (Average, $5,000.)

"FIVE AND TEN" (M-G-M)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,400. (Average for week, $4,000.)

"THEIR MAD MOMENT" (Fox)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,700. (Average for week, $4,000.)

"NIGHT NURSE" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 7 days. **Gross:** $4,500. (Average, $4,000.)

"BLACK CAMEL" (Fox)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M. "Vacation Days." **Gross:** $14,700. (Average, $12,000.)

"SWEEPSTAKES" (RKO Pathe)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $13,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

That Smile of Maurice Good Denver Draw

Total $19,000 for 5 Theatres

DENVER—Maurice Chevalier smiled his way to a gross of $16,000 at the Paramount, the grins being worth $5,000 more than the average take of $11,000. It was the highest take the Paramount has had in months. "The Secret Call" went slightly over at the Denver, the figures being $15,500.

Estimated takings for the week ending July 23 and year-round averages:

"THE SECRET CALL" (Para.)
DENVER—(2,300), 25c-35c-65c, 8 days. Fanchon & Marco "Sketches" Idea. Fred Schmitt and Denver orchestra. **Gross:** $15,500, (Average, $15,000.)

"SMART MONEY" (Warners)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $5,500. (Average, $7,000.)

"MALTESE FALCON" (Warners)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $10,000.)

"THE SMILING LIEUTENANT" (Para.)
PARAMOUNT — (2,000), 25c-35c-50c, 7 days. **Gross:** $16,000. (Average, $11,000.)

"WHITE SHOULDERS" (Radio)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $3,500. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

Wash. Exchangeman Dies

PORTLAND—Percy C. Heist, 45, well known film distributor here for the last ten years, died at the Monticello Hotel, Long Beach, Wash., following a heart attack. He is survived by a widow and two children.

"Miracle Woman"

(*Columbia*)

A bold theme is this one. It always takes courage to make a picture with a religious theme and more than courage when that theme dips into the realms of the pseudo-religious.

In "The Miracle Woman," Barbara Stanwyck turns sour on her faith because hypocritical parishioners discharge her pastor-father and cause his death. Caught in the backwash of her emotions by Promoter Sam Hardy, she develops into a fake revivalist and turns her meetings into a commercial institution of considerable proportions until love, as you might suspect, comes her way. With that, the desire to drop the sham bests her and eventually she does.

This looks like a real money picture. Also one that may throw up some obstacles for itself. Frank Capra's treatment of the religious morons often waxes sardonic and when it isn't that, it is satirical. Miss Stanwyck here probably does her best work, her dramatic crescendos in the smash opening scene providing a few minutes that will create talk. David Manners, as the male lead, and Hardy, as the heavy, are excellent.

KANN

One Man in Booth Asked in "Cincy"

(*Continued from page* 1)

are being looked after by Province M. Pogue, attorney, with Harry Schwartz, president, and William C. Hahn, business manager, Motion Picture Operators' Local No. 165.

Suburban and subsequent run exhibitors intend to hold out for one operator in the booth instead of two as now required under the union contract which expires August 31; otherwise, many exhibitors contend, they can not make the grade.

Operators in suburban houses now receive a wage scale ranging from $1.37½ an hour to $2 an hour, according to seating capacity, based on a 40-hour week, although the actual working time is considerably less since suburban houses are open only in the evenings.

Downtown houses are not included in the pending negotiations.

"BUY RIGHT—BUT BUY NOW"

Clarke Gets Chi Post

CHICAGO—John J. Clarke, former Chicago branch manager for Pathe, and more recently with Columbia's Milwaukee office, has been named Chicago branch manager of Talking Picture Epics by Tom North, district manager. Fred A. Mindlin, former Chicago and New York theatre man, has been appointed Milwaukee branch manager by North.

"BUY RIGHT—BUT BUY NOW"

'Common Law' Holdovers

"The Common Law," RKO Pathe's latest Constance Bennett starring vehicle, which broke records over the last week-end in New York, Brooklyn and Atlantic City, is being held over for a second week in these first-run situations. Today is national release day for the picture.

Nathanson in New Attack on Probe Report

(*Continued from page* 1)

Nathanson replies: "At no time was I asked to appear before the commissioner to give evidence or explain the many details and transactions regardless of the fact that the company chiefly under investigation had been organized and developed under my management. May I point out that Famous Players Canadian Corp. was not under control of Paramount Publix Corp. until they had secured the shares last year?

"No one knows better than Mr. Killam that control of the company was maintained and kept in Canada by byself, regardless of the fact that some of my associates had disposed of their interest sto Mr. Zukor in 1925. I have received many expressions of commendation from Mr. Killam in the past for the action I took at the time to protect Mr. Killam's interest and that of the shareholders in preventing the company going into American hands.

"There are a number of questions which the shareholders might properly ask Mr. Killam and the other Canadian directors as to refusing, first, to consider the offer from a British company which, they claimed, was partially controlled by American interests (which later was proven not to be so controlled), and then approving an offer from a wholly-owned American company on an ecxhange of shares.

"The responsibility for the present position of the shareholders must rest with Mr. Killam and those Canadian directors who refused to permit these shareholders to voice their opinion on the sale of their shares to a British company and who later, with their approval, made possible the exchange of shares with the American company."

Nathanson asserted he had been very proud of the progress of the company from the original start in 1916 at Toronto to its development into the largest chain of theatres in Canada "and of the loyalty and esteem of the employes of the company to whom great credit must be due for its large development." Nathanson added:

"I know of no acts of the company, its employes or myself which were, in my opinion, not equitable and in the interests of the company and its shareholders and also in the interests of the theatre-going public of Canada. I wish also to state that, at no time, was there any difference of opinion among the directors and those associated with me in the management in regard to the company's policy or any of its transactions, nor was there any action taken that did not have the full approval and knowledge of the directors of the company.

"I wish to point out to Mr. White that modern theatres were erected by the company, giving entertainment to the theatregoers of Canada at the lowest admission prices in keeping with the quality of entertainment; that, in the large centres particularly, the admission prices were 25 to 40 per cent lower than in corresponding American cities, and that the theatre-going public of Canada always received every possible advantage from the company.

"I differ from Mr. White's statement in which he says that under the present management there is a greater regard for the independent exhibitors and the public interest. This statement is contrary to fact."

Flag Waving

Sydney—The strong anti-American feeling in Australia is hurting "Abraham Lincoln." The picture is a flop here, although those who see it like it. However mere handfuls of patrons are attending.



This advertisement is the fifth of a series on success in the picture industry

a victor over adversity

MR. ADOLPH ZUKOR'S *three decades of success in the industry of the motion picture are an evidence of the justification of faith in this industry and assurance of the response of an amusement seeking public adequately served. He had his bad breaks and tough times. "Queen Elizabeth," the picture which awakened the dawn of modern screen history, was a roadshow disaster. He had strife and fires and lawsuits. He was beset by hard times, hard bankers and hard luck. He thought about retiring with a single million once, when things looked bad. He stayed and won. He never faltered, never quit. He believes in the motion picture and its tomorrow.*

it is all in your hat

Dad, Mother and the Kids are approaching the box office. It is a big moment in the world of the motion picture. A sale is about to be consummated. That is all that the business is for. If it happens often enough business is good. It has to happen several million times a day in these United States, or business is not so good.

Now what does this sale leading up to this box office moment consist of? The answer is "a sequence of states of mind." Selling motion picture entertainment involves the most intangible merchandise in the world. That merchandise consists only in the opinion and state of mind of the motion picture exhibitor about that state of mind and anticipation which he can create in a potential audience for a showing of a set of shadows which are to be rented to him at some future date. That, we submit, is the lightest, thinnest and most delicate fabric of merchandise in the world. It consists of nothing at all but selling, selling, selling.

True, that selling has to be based on something that does not deliver disappointment, but it is the selling that is bought and sold.

And that is why the great Hollywood community is only a part of the truly creative machinery of artistry in the motion picture. The selling, that intangible essence of success, that priceless ingredient which has neither weight nor width or thickness or other dimension, is put into the product by the sum total of the activities of the selling organization, whether it be in the promise of the salesman or the luring, blandishing words of the press agent and the advertising writer.

But mostly the repute, the anticipation, the real merchandise quality, of a motion picture is created only by words, long before the shadows reach the screen of delivery. It is that priceless ingredient that is bought before the film. It is the valuable part of the picture that no studio can pack in the film can. It has to be made by selling and of selling.

COLVIN BROWN
General Manager
Quigley Publications

MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

"FILLED WITH LAUGHS, MERRIMENT PROLONGED"

Another New Season Sure Hit from Fox

"THE BRAT"
(Fox)

The Fox move in signing Sally O'Neil on a long term contract was evidently a wise one, judging by the enthusiastic reception accorded her work in "The Brat", which was previewed at the Ritz theatre.

The Maude Fulton stage success served as a splendid vehicle for the vivacious Sally and her performance reminded many in the audience of the late Mabel Normand. Beautifully photographed and well directed, Miss O'Neil made "The Brat" a most delightful character, that several times was much applauded.

Other members of the cast who received commendation from the preview audience were Allen Dinehart, Frank Albertson, Margaret Mann, Virginia Cherrill, June Collyer, J. Farrell MacDonald, Mary Forbes, Albert Gran and William Collier, Sr., Louise MacIntosh in a comedy role drew a burst of applause following a short bit.

The story is filled with laughs throughout and apparently none of them were missed by the audience, for several times the merriment was so prolonged as to drown out the dialog following. John Ford's direction came in for a good deal of praise from those present.

The Hollywood Herald

The BRAT

with **SALLY O'NEIL**

ALLAN DINEHART
FRANK ALBERTSON
WILLIAM COLLIER, Sr.
VIRGINIA CHERRILL
JUNE COLLYER

From play by **Maude Fulton**
Dialog Direction by **William Collier, Sr.**
Directed by **JOHN FORD**

HITTING A HOT PACE RIGHT FROM THE START

NEW SEASON
FOX
NEW HITS

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30, NO. 47 NEW YORK, SATURDAY, JULY 25, 1931 TEN CENTS

Unions Stand Pat; Get Air in Indianapolis

Drop Vaude and Stage Shows; 35 Out of Work

INDIANAPOLIS—There will be no more stage shows or vaudeville in Indianapolis after August 1. At that time the contracts between the theatres and musicians will expire and they will not be renewed.

The notices for the musicians and stagehands at the Lyric and Indiana have been posted. The Lyric uses seven men in the orchestra and the Indiana 15. Including the stage hands, this throws between 30 and 35 men out of work.

The union refused to arbitrate when the theatres asked it to accept a cut in the $80 a week scale. The theatres were willing to try to reach an agreement.

The Lyric has RKO vaudeville and the Indiana has been using Publix

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Para. Ad Splash to Mark Birthday Party

Paramount gets its 20th Birthday Jubilee under way next month via a newspaper advertising campaign that calls for 380,400 lines to appear in 317 newspapers in 147 cities. The first copy will concern itself with general release of "The Smiling Lieutenant." Each piece of copy will run over 1,200 lines and will tie in not only the Chevalier picture but others on the company's forthcoming schedule as well.

In September, Paramount will follow through with another big campaign dealing with Paramount Jubilee Month. These ads will be eight by nine inches each and will be institutional in character with space for individual theatres to advertise their attractions over the four week period.

"BUY RIGHT—BUT BUY NOW"

Ameranglo Settles Suit Against Liberty

Out-of-court settlement of the action of Ameranglo Corp., against Liberty Productions has been offered with Ameranglo receiving about $8,000. The action charged breach of contract under terms of which Ameranglo was agent in sale of foreign rights of "Mother's Millions." The suit was started when Liberty sold world rights to Universal and property in possession of Universal, Paramount and Consolidated Film Industries was attached. Fitelson, Lerman & Mayer were attorneys for Ameranglo.

Looking 'Em Over

Caught in Hollywood and published today on page 4.

"Cougar," "Smart Women," "The Homicide Squad," "Silence" and "The Road to Singapore."

Caught in New York:

"The Magnificent Lie" and "A Jew at War."

"U" Circuit Endorses "Buy Now" Policy

Universal Theatre Circuit "heartily endorses" the "Buy Right—But Buy Now" movement championed by MOTION PICTURE DAILY, declares Harry Rathner, general manager of the firm. Rathner stated before leaving last night for Winnipeg that he plans a swing around Middle West keys

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Warner Studio Force Takes Salary Cuts

HOLLYWOOD—Salary cuts of from 5 to 25 per cent have been put into effect at the Warner First National studio. About 235 persons are affected. A similar cut was made in the East eight weeks ago.

"Some of the contract players, without suggestion from the studio, have volunteered to accept a cut in view of their idleness during the lull in production," one official said.

"BUY RIGHT—BUT BUY NOW"

Federal Checking to Open Four Branches

CHICAGO—Expansion of Federal Checking Service, headed by Harry Ross, is under way. The company this month plans to open new offices in Minneapolis and Des Moines and is considering branches in Atlanta and Charlotte.

SELLING SPURTS IN CHICAGO ZONE

"BUY NOW" SALES

The "Buy Right—But Buy Now" movement gained the support of the Robb and Rowley circuit, which has signed contracts with J. R. Grainger of Fox to show 48 Fox features, the entire output of the company for 1931-1932, in theatres in 19 cities in Oklahoma and Texas.

Another circuit signed by Grainger is Maine and New Hampshire Theatres Co., operating in 16 New England cities and towns. W. A. Sullivan represented the circuit, which is in these towns:

Auburn, Auburn, Me.; Empire and Strand, Lewiston, Me.; Colonial or New, Augusta, Me.; Albert or Princess, Berlin, N. H.; Majestic or New, Burlington, Vt.; Cumberland, Brunswick, Me.; Capitol or Star, Concord, N. H.; Fitchburg and Shea's Lyric, Fitchburg, Mass.; Opera, Gardiner, Me.; Dreamland, Livermore Falls, Me.; Bijou, Wilton, Me.; Playhouse, Montpelier, Vt.; Rex, Norway, Me.; Savoy, South Paris, Me.; Olympia or Colonial, Portsmouth, N. H.; Strand, Rumford, Me.

In a third deal, this one with St. Louis Amusement Co., the entire Fox line-up plays that circuit's of 23 theatres, most of which are in St. Louis. The string:

Shenandoah, Tivoli, Pageant, Novelty, Moffett, Mikado, Manchester, Lindell, Lafayette, Hi-Pointe, Gravois, Grand-Florissant. Granada, Downtown-Lyric, Congress, Columbia, Capitol, Arsenal, Union or West End Lyric, Shaw and Aubert in St. Louis; Washington, Granite City; and Maplewood or Powhattan, Maplewood.

"BUY RIGHT—BUT BUY NOW"

Vitaphone Resuming Work in Brooklyn

With a number of changes and improvements completed, the Vitaphone Brooklyn studio resumes production Monday with "Lucky 13" the initial picture on the schedule. This will be followed by the S. S. Van Dine series of mystery stories to be released as two reelers.

Exhibitors Fall in Line Behind "Buy Now" Move

CHICAGO—Selling in Chicago is finally getting under way, although country buying, which was first to attain volume here this season, continues to be more active than in the metropolitan area, a survey of exchanges reveals.

Warner-First National exchange reports numerous city deals closed and is ahead of its last year's record on country sales for the same period. Carl Lesserman, district manager, is here from the home office to aid in closing several important metropolitan contracts, and the company's deal with Publix-Balaban & Katz is reported to be just about set.

Paramount reports a good volume of country sales and a marked increase in city deals, with several important ones ready for signing. Paramount's deal with an independent buying circuit is reported near an agreement, with signing expected within the next week or two.

RKO Pathe has arrived at terms with Publix-Balaban & Katz on sub-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

M-G-M Holds Right To Co-Star at Will

HOLLYWOOD — M-G-M, it is understood, is adding a new clause in all new starring contracts providing that any player on the lot can be co-starred if the studio sees fit.

First under this arrangement is reported to be "Mati Hari" in which Greta Garbo and Ramon Novarro will get equal billing. George Fitzmaurice will direct, production getting under way Monday.

"BUY RIGHT—BUT BUY NOW"

RKO Pathe Sound Men Strike; Work Goes On

HOLLYWOOD—Sound men on the RKO Pathe lot are on strike in protest over wage cuts. Production, however, has not been halted since electricians are allowed to run sound devices unless their union interferes which it has not so far.

"BUY RIGHT—BUT BUY NOW"

Fox to See Books Of Mitchell Camera

WILMINGTON—William Fox has secured an order permitting him to examine books of the Mitchell Camera Corp. of Hollywood. Fox has about 15,000 of the 200,000 shares of the company.

Publix, Enthused, Pins Its Faith on New Season Films

There is an air of confidence permeating the Publix organization and it revolves around the first crop of new season pictures. Sam Dembow, Jr., has advised his men in the field that it looks like a real fall.

"It seems to be the unanimous opinion of everyone here that if the producers of all companies had held back the cream of their product for the beginning of the season, they could not have presented a stronger line-up of box-office pictures than those booked for our theatres during August and September," declares Dembow.

Close on Dembow's heels is Leon

(*Continued on page 2*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 25, 1931 No. 47

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Publix Enthused, Pins Its Faith on New Season Films

(*Continued from page* 1)

D. Netter who thinks this:

"The August releases are so far above what we have been getting that it is a revelation. They contain ten or twelve highlights which will change the aspect of our business."

Dembow bases his opinion on specific pictures. He says Paramount will deliver these:

"The Smiling Lieutenant," "An American Tragedy," "Huckleberry Finn," "Silence," "Secrets of a Secretary," "Daughter of the Dragon," "The Road to Reno," "Monkey Business" and "My Sin." Apparently he has no illusions about the matter for, in connection with "The Magnificent Lie," Dembow is telling his force this:

"Although, according to some of the boys who have seen it, this picture is not entirely up to the standards of Chatterton pictures, yet the draw of the star should be strong enough to make this one a money-maker."

Dembow further enthuses about these from M-G-M: "Politics," "Modern Age," "Susan Lenox."

And from Warner-First National these:

"Alexander Hamilton," "Five Star Final," "The Star Witness" and "Bought."

His Fox list includes "Young As You Feel," "Merely Mary Ann," "Transatlantic" and "Bad Girl"; from Columbia, "Dirigible"; from RKO Pathe, "The Common Law"; from Radio, "The Public Defender"; and from United Artists, "The Unholy Garden" and "Palmy Days."

"These, I repeat," says Dembow in conclusion, "are only the high lights and in the aggregate, constitute the finest group of pictures that were ever offered to an exhibitor. It's up to the boys in the field to sell them. They contend that the public has been clamoring for good pictures. Well, here they are!"

Off Gangsters

Hollywood—Claws down on gangster themes has been voted by Mickey Mouse. He has rejected the script of "Putting the Bird on the Spot," as the screen version of "Cock Robin" was to have been titled.

Selling Shows A Spurt In Chicago Zone

(*Continued from page* 1)

sequent run houses, but the deal may not be signed for another week. The exchange also reports a high volume of country and suburban sales.

M-G-M is automatically set on its Loop runs by virtue of its ten-year B. & K. franchise. Numerous subsequent run deals in the city have been closed and two deals with important buying circuits are under way.

RKO Radio reports country sales in good volume and an increasing number of city deals closed.

Columbia has closed for its first runs and deals with subsequents and buying circuits are under way, with city sales showing a weekly increase.

Fox is also set on its first runs and reports country and metropolitan sales showing improvement regularly, with country buying at its peak.

Universal has several important city deals under way which may be closed within the next few weeks and reports a good volume of country selling.

United Artists and Educational-Tiffany, last to hold sales conventions this year, have just started to work on new product selling.

"BUY RIGHT—BUT BUY NOW"

Get Contracts

Marjorie Gateson, featured character actress of Broadway has arrived in Hollywood to join Paramount's group of contract players there. Claire Dodd, former Ziegfeld player, has renewed her Paramount contract.

"BUY RIGHT—BUT BUY NOW"

Passes Dividend

Regular quarterly dividend of $1 per share on the Class A stock has been omitted by General Outdoor Advertising Co.

"BUY RIGHT—BUT BUY NOW"

Gets Fox Release

HOLLYWOOD—With two pictures to go, Jeanette MacDonald has secured her release from Fox.

"BUY RIGHT—BUT BUY NOW"

Landy with Columbia

HOLLYWOOD—George Landy, veteran writer, has joined Columbia's scenario staff.

Consolidated 3-Mos. Net Is Cut In Half

Consolidated Film Industries, Inc., reports a net of $285,901 for the three months to June 30, as compared with $572,764 for the same period last year. Current earnings, after depreciation and taxes, are equal to 16 cents a share on the common, as compared with 72 cents a share for the identical period of 1930.

For the first six months of 1931, the company shows a net of $823,841, or 81 cents a share, which compares with $1,239,922, or $1.55 a share, last year.

"BUY RIGHT—BUT BUY NOW"

Schaeffer Goes Up

G. J. Schaeffer has been appointed divisional manager for Paramount in Central Europe, his territory including Germany, Hungary, Austria, Poland, Czechoslovakia, Holland, Rumania, Jugoslavia and the Balkans.

"BUY RIGHT—BUT BUY NOW"

Columbia Joins AMPP

HOLLYWOOD—Harry Cohn, vice-president in charge of production, announces that Columbia has joined the Association of Motion Picture Producers on the West Coast.

"BUY RIGHT—BUT BUY NOW"

Closes "Lab" Deals

HOLLYWOOD—Arthur Gottlieb, president of Du-Art Film Laboratories, has closed a number of contracts for work at the firm's New York and Canadian plant.

"BUY RIGHT—BUT BUY NOW"

St. Louis Suit July 27

ST. LOUIS—Hearing in the receivership suit of minority stockholders against Skouras Brothers Enterprises, Inc., has been continued in the St. Louis Circuit Court to July 27 while the similar suit against the St. Louis Amusement Company is to come up on July 29.

"BUY RIGHT—BUT BUY NOW"

After Hughes Deal

HOLLYWOOD—Lewis Milestone starts his production ventures with David O. Selznick after he completes his current agreement with Howard Hughes. Selznick's Eastern trip concerns finances.

"U" Circuit Endorses "Buy Now" Policy

(*Continued from page* 1)

where the company has houses and that product will be bought for these theatres as rapidly as is expedient.

"Buying product now will help stabilize the industry and give producers needed encouragement in raising film standards for next year," Rathner declared. "Buying now also gives showmen more time to concentrate on program-planning and gives them the advantage of new pictures as rapidly as they are available."

Rathner will visit Milwaukee, Kansas City and Indianapolis on his return trip. Universal, he says, now is engaged in consolidating its position in theatre operation. The company has about 95 houses.

"BUY RIGHT—BUT BUY NOW"

Releasing New Series

RKO Pathe is currently releasing the first subjects in three new two-reel comedy series on the 1931-32 schedule. The series are: Frank McHugh, Traveling Man and Gay Girls comedies. McHugh stars in his series, Louis John Bartels is the Traveling Man and the Gay Girls are June MacCloy, Marion Shilling and Gertrude Short.

No Date Set on Para. N. Y. Studio Closing

HOLLYWOOD—No date has been set for closing of Paramount's New York studio, states Jesse L. Lasky. Robert A. Kane, he says, will remain at the Joinville studio, located outside of Paris, despite reports to the contrary. Tallulah Bankhead, says Lasky, will make "The Cheat" at the Astoria studio with Irving Pichel in the role formerly played by Sessue Hayakawa.

"BUY RIGHT—BUT BUY NOW"

Naylor Gets Division Post With Columbia

George Naylor, veteran sales executive, has been appointed Middle States division manager for Columbia, with supervision over the Omaha, Des Moines, Indianapolis and St. Louis offices. Naylor, who assumes his new duties immediately, will make his headquarters in St. Louis.

"BUY RIGHT—BUT BUY NOW"

Just a Threat

HOLLYWOOD — Joan Crawford and Douglas Fairbanks, Jr., report they have been threatened with kidnapping. Clarence Lanhart is being held by the police for questioning.

Entire Market Drops; E. K. Off 5⅛

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¾	7⅝	7¾	— ⅜	200
Consolidated Film Industries pfd	14½	14½	14½	— ⅛	100
Eastman Kodak	143¼	139	139⅞	—5⅛	5,400
Fox Film "A"	16⅜	15¼	15¼	—1⅜	7,700
General Theatre Equipment new	3⅞	3¾	3¾	— ⅛	2,100
Loew's, Inc.	44¼	43⅝	43⅝	—1¾	2,300
Paramount Publix	22⅞	22⅜	22½	— ½	10,000
Pathe Exchange	1⅝	1⅝	1⅝	+ ⅛	100
Pathe Exchange "A"	6¾	6½	6½	— ½	200
RKO	14¼	13⅞	13⅞	— ¾	4,800
Warner Bros.	7	6⅞	6⅞	— ¼	1,700

Curb Issues Dull

	High	Low	Close	Net Change	Sales
General Theatre Equipment pfd	7¼	7⅛	7⅛	— ⅜	200
Technicolor	6½	6½	6½	.....	100
Trans Lux	5⅝	5⅜	5⅜	— ⅛	600

Bonds Also Off; P. P. Drops 3⅛

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	33½	32¾	32¾	— ½	11
Paramount Broadway 5½s '51	102½	102¼	102¼	— ⅛	14
Paramount F. L. 6s '47	87¾	86	86	—2	25
Paramount Publix 5½s, '50	78	73⅞	73⅞	—3⅛	48
Pathe 7s '37 ww	94	93	93	.....	11
Warner Bros. 6s '39 wd	40¼	40¼	40¼	—1¼	5

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B. C. Invokes New Picture Regulations

VANCOUVER—Regulations under the Moving Pictures Act passed in November, 1929, were revoked by the provincial government and a new set of regulations passed governing many points in connection with the censorship and inspection of films, and the operation of theatres.

One change concerns the exhibiting of films or parts of films refused approval by the provincial censor, but authorized on appeal to the appeal board. In all cases where this has taken place, the film must bear the stamp, showing the right to exhibit on appeal.

The regulations provide for a scale of fees for sound and silent pictures, ranging from $3 each 1,000 feet to $2 per 1,000 feet for sound films, and $1.50 per 1,000 feet for silents, and advertising trailers with proportionate costs for footages under 1,000 feet. Other types of films and slides are covered by fees for inspection at $5 per 1,000 feet, and proportion costs for lesser footages, with slides at the rate of ten cents each, over a flat-rate minimum.

Licenses for film theatres are set at $300 for the full time theatre with large equipment, down to $50 for a limited license.

Under the Fire Marshals Act, the government simultaneously passed a fresh set of regulations dealing with fire hazards in theatres, as to exits, entrances, aisles, seating accommodation, and the equipment and operation of projection rooms. These regulations force the employment of two projectionists at theatres with specified equipments and for first, second and third class papers for projectionists for theatres of over 500 seats, 500 to 200, and 200 and under, respectively.

"BUY RIGHT—BUT BUY NOW"

Sales Force of Epics Expanded by Wilson

Expansion of the sales force of Talking Picture Epics is under way by Frank R. Wilson, company president, in connection with the program of six features and 88 shorts on the company's new season schedule. Direction of sales recently was taken over by Ira H. Simmons.

Other new additions are: John N. Weber, eastern district manager; Tom North, Middle West district manager; William G. Minder, southern district manager; R. A. Mitchell, western district manager; Harry G. Price, Canadian district manager, and William Raynor, New York branch manager.

"BUY RIGHT—BUT BUY NOW"

Peshon Death Frees Frisco from Censor

SAN FRANCISCO—Exhibitors here have little to worry about in regard to censorship. Since the death recently of Corporal Peter Peshon, who held his job as censor more through tradition than necessity, no one has elected to do any of his work. Complaints from women's clubs or other organizations stir the police to action, but since Peshon's death none has been forthcoming.

The Critics Say

IN this department, the New York reviewers will find a mouthpiece to speak their piece about pictures that play the Broadway first-runs.

For instance, their opinion—cross-sectioned—is this about

"Hush Money"

Fox

AMERICAN—****The theme is lacking in the exhilarating wine of originality, but nonetheless, it serves well as passing entertainment****

DAILY MIRROR—*Starting as a conventional yarn*****this story builds up to genuine novelty and suspense. It is good strong stuff.*

DAILY NEWS—****excellent entertainment.*

EVENING JOURNAL—*Owen Moore makes a good crook, and there are some charming interior sets, but on the whole "Hush Money" is full of talk that is not worthy of the gentlemen who wrote it.*

GRAPHIC—****stilted**** *follows the general plot of half a dozen other films of its type and hasn't even the advantage of good direction to recommend it.*

HERALD-TRIBUNE—*"Hush Money" is unstimulating melodrama****

MORNING TELEGRAPH—*It is a trite little tale, but it has been so well told by the director one finds it easy to forgive its obviousness****

POST—****a good example of how a conventional idea can be lifted above itself with the aid of intelligent acting, speedy direction and smart dialogue.*

SUN—*Now, this moth-eaten crook tale,* ****is put together efficiently enough. And it moves to a certain extent. Yet it is so familiar and obvious that it doesn't mean very much.*

TIMES—****entertainment****—*on the nice side, not the deeply thoughtful.*

WORLD-TELEGRAM—*Simple and out of a familiar mould though it may be, "Hush Money"******is fair enough movie melodrama, as good as the average, if not better.*

"Five and Ten"

M-G-M

AMERICAN—****The best film-drama Marion Davies has ever contributed****

DAILY MIRROR—*Excellent drama**** *a human story of money and misery, affording Miss Davies an unusually strong, lovable role.*

DAILY NEWS—*Marion is slightly out of her element*****The story is interesting.*

GRAPHIC—*A splendidly directed production, with unusually good dialogue**** *gives Leslie Howard an opportunity to steal a picture from such a favored star as Marion Davies****

HERALD-TRIBUNE—*The result of**** *a distortion of theme, combined with unexhilarating writing and direction and a certain formlessness of manner, is a photoplay which seldom manages to achieve any real dramatic or comedy interest.*

MORNING TELEGRAPH—****Marion Davies as charming as ever*****The Capitol* ****may well chalk this film down as one of the most interesting films to appear on the screen of a movie playhouse that has housed more than its share of hits.*

POST—*It is a different Miss Davies and an effective one, her ability to convey the depths of suffering being nicely tempered by sincerity and restraint. Nevertheless, Miss Davies can't do the tempering for the story and the other characters.*

SUN—****good enough program entertainment,**** *despite the general familiarity of its outline, despite its extremely dubious popular appeal and despite a certain lack of straightforwardness in dealing relating its family troubles.*

TIMES—****without Miss Davies and Mr. Howard, "Five and Ten" would be only a something reminiscent of the old flickering days of the movies. But the two are supported by a good cast*****and manage to move the picture along its bright way until almost the end.*

WORLD-TELEGRAM—****in many ways an entertaining film, but which is so spotty at times that it loses much of its punch.*

"Enemies of Law"

Regal

AMERICAN—*West of the water tower* ****may prove satisfactory*****entertainment, but the Strand offering simply is not geared to Broadway.*

DAILY MIRROR—****offers little excitement, though nothing new in gangster situations*****reasonably entertaining underworld movie.*

DAILY NEWS—****pretty feeble entertainment.*

EVENING JOURNAL—****on a par with most of the gang melodramas that have come along.*

GRAPHIC—*A cheaply made movie which doesn't rate a Broadway showing****

HERALD-TRIBUNE—****exciting enough as a racketeer story and the cast includes some expert players.*****Yet the picture never comes through in the masterly fashion many of its predecessors in the same genre have made us expect.*

MORNING TELEGRAPH—*To sit down and waste time and energy in discussing the many faults of "Enemies of the Law" is to subject myself to a task that is tasteless and stupid.*

POST—****a mediocre story*****done without the acumen and verisimilitude of its legionary prototypes.*

SUN—*This one is such a crabapple that it is the ultimate gangster film—the gangster film to end all gangster films.*

WORLD-TELEGRAM—****a slipshod, jumpy, poorly photographed and inexpertly acted and directed variation of all the other racketeer films put together.*

"Sherlock Holmes' Fatal Hour"

Twickenham

AMERICAN—*The mystery itself is "quite elementary, my dear Watson"**** *But just the same, the film manages to be interesting****

DAILY MIRROR—****does credit to its English makers*****In spite of a number of technical faults*****the play is absorbing from start to finish.*

EVENING JOURNAL—*Ingenuous as the story is, and able as the actors are, there is very little action****

GRAPHIC—*For a British-made picture this Warner tenant is unusually good and, except for its technical faults, holds interest through every reel.*

HERALD-TRIBUNE—*From beginning to end interest is sustained*****direction and manner of telling the story is excellent.*

MORNING TELEGRAPH—*Unlike most British films*****has merit of being well directed, suffering, however, from the typically-British attention to detail*****holds one's interest to the final fade-out****

TIMES—*To*****the hero*****falls the duty of phrasing a bit of dramatic criticism, although about another matter:*

"Elementary, my dear Watson."

WORLD-TELEGRAM—*Wontner* *** *playing the glamorous sleuth to utter perfection*****one of the best of the English films to be shown on this side****

"Secret Call"

Paramount

AMERICAN—****well-produced, well-directed program talkie, possessing added importance for its introduction of Peggy Shannon.*

DAILY MIRROR—*It is an old-fashioned melodrama, pepped up with modern dialogue, but staged and directed in the limited, circumscribed style of a footlight production.*

DAILY NEWS—*The drama is well worked out, but the long arm of coincidence is seen stretching out into the picture now and then.*

EVENING JOURNAL—*"The Secret Call" is well worth seeing.*

GRAPHIC—****the picture packs melodramatic action in every reel and holds interest until its rather obvious ending.*

HERALD-TRIBUNE—****the frailities of "The Secret Call" are not entirely due to its lack of crinolines.*****Stuart Walker* ****has directed the film without any vast distinction****

MORNING TELEGRAPH—****should find welcome from thousands of headline readers.*

POST—****a creaky drama of betrayal and revenge****

SUN—*The treatment is clumsy and obvious and the dialogue instead of being properly terse is miles of wordy verbiage.*

TIMES—*Miss Shannon is attractive, but "The Secret Call" does not present many situations calling for much more than a gentle stroll through its various scenes.*

WORLD-TELEGRAM—****one of those highly involved and theatrical melodramas of crooked politics.*****While not a complete bore, it is about as tiresome and poorly written and unimaginatively directed as anything I have seen on the screen in weeks.*

Purely Personal

HERB McINTYRE, RKO Pathe district chief on the Coast, has returned to his division after home office conferences. Cress Smith, Middle West sales chief, who surprised friends with his marriage last week, also has returned to his territory after conferences with Ned Depinet, general sales manager.

Charles Reed Jones, publicist and author of mystery novels, has joined the newly organized Peerless Productions, as director of advertising and publicity. His 28 page year book, produced by Harvey-Jaedicker, is in circulation.

FREDRIC MARCH and his wife, Florence Eldridge, leave late this month for Hollywood where March is to play the title role in "Dr. Jekyll and Mr. Hyde." March has been in the East for more than a year.

LILLIAN BOND was the first star to broadcast on a television tie-up from shore to ship in last night's program sent out by Columbia Broadcasting System to the S.S. Leviathan.

SOL SHERNOW has a new candidate for the Warner Club, he says in announcing birth of a daughter. Mrs. Shernow formerly was with First National.

CONSTANCE BENNETT plans to spend five weeks abroad before returning to Hollywood to start work in "Dangerous to Love" September 1 for RKO Pathe.

POLLY MORAN arrives in New York next week to make a series of personal appearances at Loew theatres. She opens August 14 at the New York Capitol.

MONTY MONTGOMERY, RKO Pathe manager at Minneapolis, is recovering from a minor operation recently undergone.

OSCAR HANSON, sponsor of the Allied newsreel, is enjoying a real homecoming on the occasion of his acceptance of a new post at Toronto.

GEORGE ARTHUR GRAY is the latest addition to Al Selig's staff at Columbia.

WILLIAM J. RILEY has been assigned as company manager of the "Circus Days" Idea by F. and M.

Coverage

A dull week on Broadway, insofar as new pictures are concerned. Three new pictures opened yesterday. One—"A Son of India" at the Capitol was reviewed by MOTION PICTURE DAILY. Two—"The Magnificent Lie" at the Paramount and "A Jew at War" at the Cameo—are covered today.

The line-up:

ASTOR—"A Free Soul" (M-G-M)—reviewed by MOTION PICTURE DAILY April 18.

CAMEO—"A Jew at War" (Amkino)—reviewed today.

CAPITOL—"A Son of India" (M-G-M)—reviewed May 23.

MAYFAIR—"The Common Law" (RKO Pathe)—reviewed July 18.

PARAMOUNT—"The Magnificent Lie" (Para.)—reviewed today.

RIVOLI—"The Smiling Lieutenant" (Para.)—reviewed May 22.

ROXY—"Sunny Side Up" (Fox)—revival.

STRAND—"Night Nurse" (Warners)—reviewed July 16.

WARNERS—"The Fatal Hour" (First Division) — reviewed July 11.

WINTER GARDEN—"Smart Money" (Warners)—reviewed editorially June 19.

Sues to Protect "Rep"

LOS ANGELES—Suit for $31,000 damages has been filed against Universal by B. Reeves Eason alleging his name was used as director of a poorly-directed picture. The "credit," the complaint says, cost Eason a contract for directing three other films and damaged his reputation.

Looking 'Em Over

'The Magnificent Lie'

(*Paramount*)

HOLLYWOOD—A vehicle decidedly below the Ruth Chatterton standard and one that failed to arouse a preview audience out of its lethargy. Most of the trouble seems to be due to a story that is unusually implausible and that gave the star little opportunity for displaying her talent.

Ralph Bellamy is cast as an American soldier who falls in love with a French actress in a hospital at the front. Later, while she is touring the States, he goes to the theatre to see her and goes blind watching her performance. Chatterton then is prevailed upon to impersonate the actress, to cheer him up, and she falls in love with him. When he discovers the deception he berates her. Angry, she drives an automobile into a ditch, wrecking it. The accident restores his sight and all ends well.

Of the supporting cast Stuart Erwin was praised particularly in the lobby comment. The dialogue came in for its share of criticism. Berthold Viertel directed.

"BUY RIGHT—BUT BUY NOW"

"Smart Women"

(*Radio*)

HOLLYWOOD—Myron Fagan's stage play, "Nancy's Private Affairs," reaches the screen as "Smart Women" and won many laughs from a preview audience. Much of the fun is elicited from the troubles started by jealousy, and Robert Ames, Mary Astor, Noel Francis, John Halliday and Edward Everett Horton carry on the story capably.

The audience gave evidence of its appreciation of the work of all the members of the cast and also the clever dialogue. Gregory La Cava's smooth direction drew favorable comment.

"Road to Singapore"

(*Warner*)

HOLLYWOOD—This is William Powell's first for Warners and, according to comment of a preview audience at the Forum here, his best in some time.

En route to the tropics, Powell meets Doris Kenyon. By trickery, he gets her to his island home, but Miss Kenyon escapes to join her doctor husband. Despite her marriage and perhaps because her husband is too busy to pay attention to her, Miss Kenyon eventually goes for Powell in a big way. They plan to elope. Bill asks her to be very certain of the step she is taking, thereby demonstrating to her that island gossip must have had him and his reputation all wrong. The fade-out finds Powell hotfooting it for the boat that carries Miss Kenyon away from the island.

Many of the lines given Powell are humorous and he plays them for all they are worth.

"BUY RIGHT—BUT BUY NOW"

"Silence"

(*Paramount*)

HOLLYWOOD—Despite a sordid story, "Silence," which was a success as a stage play, met with the favorable reaction of a preview audience. Max Marcin, who wrote the play, co-directed with Louis Gasnier. While it has been changed somewhat in the transition, it is filled with suspense and interest.

Peggy Shannon in a dual role gave a splendid performance, but the difficulties of make-up did not get over enough differentiation for the two parts. One impossible situation is the planting of a newspaperman as a prison chaplain to get a confession. That is the height of implausibility.

Clive Brook and John Wray divided acting honors with Miss Shannon. Willard Robertson, Marjorie Rambeau, Charles Starrett, Frank Sheridan and Charles Trowbridge also turned in performances that won much praise.

"BUY RIGHT—BUT BUY NOW"

"Cougar"

(*Talking Picture Epics*)

HOLLYWOOD—The wild animals of California form the subject of this offering, but it has been padded to such an extent with extraneous scenes that interest lags. It was the general opinion that in two reels it would have been a corking subject.

There are some thrilling scenes, one of which showed a king snake killing a rattler, and several depicting the capture of cougars, but in between there is an unnecessary amount of material about cooking camp breakfasts and driving over roads.

"BUY RIGHT—BUT BUY NOW"

'The Homicide Squad'

(*Universal*)

HOLLYWOOD—Universal has produced another gangster picture in "The Homicide Squad," and the work of Leo Carrillo, Mary Brian, Noah Beery and Russell Gleason won the acclaim of a San Bernardino preview audience. Carrillo's portrayal of the Italian candy maker and beer baron won high praise, and he supplied many laughs in addition to thrills. Miss Brian also received much applause.

The story is of the usual formula, with a mob engaged in warfare with the police, but it has been given a surprise ending that adds to its entertainment value. George Melford directed.

"BUY RIGHT—BUT BUY NOW"

"A Jew at War"

(*Amkino*)

Another propaganda picture from Soviet Russia. This was made apparently to sell the Jews of Russia the idea of assimilation, transferring from small shop owners to cogs in the machine of communism. The story concerns a young Jewish tailor conscripted into the Russian army. When the revolution comes, he becomes a power in the Soviet and returns to his town as director of the state-operated shoe factory, which replaces the small shoe shops of the Jewish merchants. He is bound to the cause and is killed by a worker whom he had discharged for drunkenness, but the work goes on, the picture ending in a flag-waving bit of sentimentality concerning the new industrial Russia. The propaganda sequences evoked applause from an obviously pro-Soviet audience at the New York Cameo. The picture is laborious as to detail which makes its running time 72 minutes.

"BUY RIGHT—BUT BUY NOW"

Indianapolis Unions Pat, But Get Air

(*Continued from page* 1)

units. The theatres will announce on their trailers commencing next week that they will continue with an all picture program after the first of August.

The theatres affected figure they can make more money without the tremendous overhead of stage shows.

The Fourth Avenue Amusement Co., of Louisville, which owns the Lyric, also owns the Apollo. It is rumored that the Apollo will close, throwing their pictures into the Lyric. The Apollo has been a financial loss ever since the showing of "Daddy Long Legs" in June. The Apollo does not have a cooling system, but has the best pictures. The Lyric depended on vaudeville for its draw.

Union officials refused to discuss the theatre situation here.

"BUY RIGHT—BUT BUY NOW"

Suit Over "Miracle"

First National has sued Al H. Woods, Rose B. Woods and Joseph and Madge Menchen to recover $80,507 for alleged failure to deliver exclusive and perpetual rights to "The Miracle." The firm says it paid defendants $67,577 for the picture rights and $12,500 additional to prosecute a suit against M-G-M to determine which company had the film rights. The agreement was made August 31, 1928 and since then defendants have failed to deliver a negative then existing as well as a release from M-G-M and other needed documents, First National claims.

"BUY RIGHT—BUT BUY NOW"

Gaumont British Net Well Over Million

LONDON—Gaumont British Picture Corp., Ltd., will earn well over $1,000,000 for the year ended March 31, the company says. For the year ended March 31, 1930, net was $1,097,120 and this year's earnings will show a "substantial increase," it is promised.

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Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 48 NEW YORK, MONDAY, JULY 27, 1931 TEN CENTS

In the Crystal

HIS name must remain steeped in oblivion for reasons that will appear obvious after you finish this. But the quotes of this unquotable name are a faithful transcription of how an important executive visualizes the ultimate and rapidly - approaching breakdown in the theatre structure of this business:

"As definitely as you and I are talking is the conviction in my mind that the major circuits will eventually be compelled to strip themselves of numbers of theatres in order to operate what's left successfully.

"The exhibition business, weighted down by general economic depression and sick box-offices, is dividing itself into two classes. In the swing toward independent operation, you will find not only B houses reverting to individualized operation, but A houses as well.

"Most of the de luxers, however, will remain in circuit hands. By 'de luxers' I refer to theatres like the Roxy or the Paramount, where the gamble is great, but where the returns merit that gamble if the theatre clicks. The producer-controlled circuits are after big money and are willing to play their chances across the boards.

"I believe you will find the circuits preferring to concentrate on houses that either show big profits or big losses, leaving all other types of operations to their partners or to lone-hand operators who know how to split a dollar a dozen different ways."

MERELY an opinion, you say. Of course. Yet this anonymity occupies a position that commands for his crystal-gazing a real respect.

There is no longer any secret about national circuit operation and its record. Far more brilliant chapters have been written in the business. With the exception of the Loew circuit, and perhaps RKO as well, it is a serious question if the other major circuits are

(*Continued on page 2*)

Paramount Goes for Retake Idea

Retakes have been ordered on all Paramount pictures where such practice is considered necessary under a new policy of "never releasing a picture until it is as nearly right as possible from a box-office viewpoint." One of the first pictures under the new plan is "An American Tragedy," and another is "Personal Maid," directed by Monta Bell and partially re-shot in the last ten days by Lothar Mendes, who was brought to New York from the Coast for that purpose.

The retake plan, long in vogue at the M-G-M studio, will apply to all pictures produced by Paramount which feels that the additional money so spent further safeguards the original negative investment.

Query Method In Management By Cons'd'ted

WILMINGTON, DEL.—James E. McPherson and a group of stockholders have filed a petition for a writ of mandamus in the office of Prothonotory Harvey Hoffecker here yesterday to compel the Consolidated Film Industries, a Delaware corporation, to allow them to examine the books of the corporation.

It is stated in the bill that the petitioner own 21,000 shares of the common stock of the concern and that they desire access to the books in order to ascertain the names and addresses of the other stockholders so they may consult them in regard to the management of the corporation

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

St. Louis Skouras House To Recruit Own Shows

ST. LOUIS—Production of its own stage shows will be undertaken by the Ambassador, Warner-Skouras house, with passing of the Publix stage units. Publix is booking Fanchon & Marco acts in a number of spots, but in the local situation the F. & M. units are spotted into the Fox. The locally-produced shows are to start next week.

Fox May Sell 35 Houses to M. Comerford

"Mike" Comerford is negotiating to take over 35 Fox theatres in various upper New York cities and towns. The move is considered to be double-edged in significance.

First, because those familiar with it declare, it indicates. Comerford and Frank C. Walker are determined to expand in the exhibition field on a large scale now that many of their original string have been acquired by Publix. Secondly, because the proposed sale indicates Fox is set to re-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Labor Conditions on Mend, Union Head Says

GULFPORT, MISS.—Labor conditions throughout the United States are showing an improvement and Mississippi is keeping pace with this advance in working conditions, Holt Ross, president of the Mississippi Federation of Labor, stated at the meeting here of the state branch of the I.A.T.S.E. The operators and stagehands chose Jackson for their 1932 conventions.

Writers' Game is a Swindle Game, Opines Florabel Muir

HOLLYWOOD—The studios pay eagerly for writing talent and are swindled nine times out of ten, according to Florabel Muir in *The Hollywood Herald.*

An author pulls off a trick in New York and is promptly snapped up by some avid producer who hopes he isn't a dud, she states. Said author signs a juicy contract like a child laying its tongue against a lollypop and by the time his contract expires, he still thinks the cutting room is where the studio dressmakers work. Miss Muir opines further.

Her blast is precipitated by what she describes as Horace Liveright's "bleat" in the *Los Angeles Times,* where Margaret Reid quotes the book publisher as stating:

"I'll gamble that if the movies con-

(*Continued on page 8*)

Try to Reach Accord Anent The Contract

Sales Managers Meet, But Don't Decide

Distributors are endeavoring to strike a stand on the uniform contract, drawn up and approved by the 5-5-5 conferences in which distributors, the M. P. T. O. A. and Allied equally participated.

A meeting of sales managers, called by the Hays office, was held late last week at which discussions relative to a joint decision were held without reaching a definite conclusion. Distributors have maintained individually that adoption of the contract was out because their legal departments held approval of the Department of Justice was necessary.

M. A. Lightman has been conferring with John Lord O'Brian, assistant to Attorney General Mitchell, and is also understood to have held meetings with sales managers in New York. In the meantime, Abram F. Myers of Allied says the Justice Department has advised him it cannot pre-determine the decision of private parties on a matter such as is involved in the contract.

"BUY RIGHT—BUT BUY NOW"

Montreal Off Half Million in Receipts

MONTREAL — Theatre receipts in Montreal took a drop of approximately $500,000 during the first six months of 1931, as compared with the corresponding period of 1930, according to the city report on theatre tax returns for the first half of this year. There was a reduction in the tax returns of $52,378 for the six months. The ticket tax is 10 per cent of the theatres' box office receipts.

"BUY NOW" SALES

The following bookings calling for the entire Warner-First National product for 1931-32, indicating further how the "Buy Right—But Buy Now" movement is sweeping through the industry, have just been confirmed:

Arkansas

Strand, Paris, G. Carey.

California

Sequoia, Mill Valley; Del Paso, No. Sacramento; Tamalpais, San Anselmo; Roseville, Roseville; El Camino, San Rafael; Oaks, Berkeley, Blumenfield Circuit; Clark, Vacaville, W. J. Clark; Dixon, Dixon, I. W. Ware; Pike, Long Beach, I. Victor.

Illinois

Paradise, Moline, Barney Brotman; Strand, East Moline, Charles and E. J. Carpentier; Lincoln, Rock Island; Rialto,

(*Continued on page 8*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 27, 1931 No. 48

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*. Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

In the Crystal

(*Continued from page* 1)

not overloaded to a degree that gives them a doubtful prestige resting in numerical prowess.

THE folly of 1929 has been exactly that when you view it in the light of 1931. It was inevitable that the mad acquisition of theatres at war-time prices would create a disturbing backwash. That backwash has assumed the proportions of a raging torrent since the first of the year.

Today, therefore, the impression is growing that it is far better to be strongly entrenched in fewer houses than to be theatre-poor in many. As a drift of the times, the outstanding instance of Fox.

There appears to be no false pride in that direction. Where losses are being faced, the plan has been to sell. Many houses have passed to other hands and many more will, if negotiations now on tap bear fruit.

THE point of all this is that the forecast which launched this discussion should not be considered either visionary or wild. Stranger things have happened in this business.

KANN

"BUY RIGHT—BUT BUY NOW"

Meeting on Vaude Return Demand

MEMPHIS—Conferences are scheduled this week between the Council of Civic Clubs and theatre operators concerning the former's demand that vaudeville be returned here.

Stock List Spotty; Universal Up 3¾

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅝	7⅝	7⅝	— ⅛	100
Eastman Kodak	139½	138¼	139	— ⅞	400
Fox Film "A"	15	15	15	— ¼	100
General Theatre Equip. new	3¾	3⅝	3¾	.....	400
Loew's Inc.	43⅝	43½	43⅝	.....	300
Paramount Publix	22⅝	22½	22½	.....	400
Universal Pictures	51¾	48½	51¾	+3¾	11,000
Warner Bros.	7	6¾	7	+ ⅛	700

Trading Dull on Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	7¾	2½	2¾	+ ⅛	300
General Theatre Equip. pfd.	7⅛	7⅛	7⅛	.....	100
Technicolor	6½	6½	6½	.....	100
Trans Lux	5⅜	5⅜	5⅜	.....	100

Bond Issues Active; W. B. Gains

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	32	32	32	— ¾	2
Paramount Broadway 5½s '51	102½	102½	102½	+ ¼	1
Paramount F. L. 6s '47	36½	35¾	35¾	— ¼	14
Paramount Publix 5½s. '50	75	74¾	74¾	+ ⅞	14
Warner Bros. 6s '39 wd	41½	41	41½	+1¾	14

Resuming Work at Ontario Gov't Studio

TRENTON — Ontario's government picture studio at Trenton is again showing signs of life after the fiasco resulting from the making of "Carry On, Sergeant," in which Canadians are said to have lost a cool $500,000 in cash. James Rothwell has leased the studio for the making of a series of shorts, using Canadian talent. The title of his first is "Even the River."

"BUY RIGHT—BUT BUY NOW"

Fox May Sell 35 Houses to M. E. Comerford

(*Continued from page* 1)

duce its theatre holdings in the East in favor, so report goes, of concentration in Fox West Coast Theatres and the western half of the United States.

If the Comerford-Fox deal becomes fact, it is understood the Fox distribution department will be fortified by five year franchises for product. In the offing also is a reported deal whereby Comerford will enter Beacon and Olean, N. Y., with new theatres and acquire the now-building Publix theatre in Glens Falls. He is now partner with Fox in the Great Lakes theatre in Buffalo.

Efforts to reach Walker for Comerford and Harry Arthur for Fox failed on Saturday.

"BUY RIGHT—BUT BUY NOW"

Query Method Of Management By Consolidated

(*Continued from page* 1)

and the desirability for a change in management.

The petitioners also desire to inquire into the advisability of passing the last dividend when earned, and question the wisdom of increasing the salary of the president from $100,000 to $150,000 a year as they are informed has been done.

They claim that they asked H. E. Latter, of the Corporation Trust Company which represents the concern, to see the books and permission was refused.

Little Rock Robbers Get Loot of $3,000

LITTLE ROCK—Loot estimated at $3,000 was obtained by two robbers who bound three employes in the office of the Arkansas Theatre. Erin K. Clapp, treasurer, told police that two men entered the office at 10 P. M. as he and Miss A. Cathey, the cashier, were beginning to check the funds. The robbers took the Sunday gross from the table and other money from the safe. Clapp loosened his bonds and sounded the warning.

"BUY RIGHT—BUT BUY NOW"

Vivienne Osborne Cast

HOLLYWOOD — Vivienne Osborne, stage actress recently signed by Paramount, will make her film debut in "Through the Window."



Sol Lesser for the quiet efficient way he has gone about discharging that job at Universal.

Wooster in Dilemma On Sunday Pictures

WOOSTER, O.—After considering an ordinance presented by the Wooster Ministerial Alliance and backed by signatures of 800 citizens opposed to Sunday theatre operation under the new Ohio law effective August 3, the city council was advised by City Solicitor Dean Weimer that it could not definitely settle the matter.

Weimer pointed out that if Sunday shows were prohibited through adoption of the ordinance, exhibitors would institute petition proceedings. Conversely, to reject the measure would result in similar action by the "anti" forces, while to evade the issue through tabling would mean that the theatres could legally operate on Sunday. He indicated taht it probably would be necessary to leave the question to a vote of the people at the next election. The recently enacted law gives municipalities the right to enforce local option, if desired.

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Read Alicoate's opinion of the MIRACLE WOMAN with BARBARA STANWYCK



THE NEWSPAPER OF FILMDOM — THE Film DAILY — ALL THE NEWS ALL THE TIME

"The Miracle Woman"

We sat in a projection room yesterday, with the thermometer playing didos and trying to break records, and thoroughly enjoyed every minute of an unusual and splendid picture. It is "The Miracle Woman," presented by Columbia. Here is one that can safely be labeled as an answer to the call of the exhibitor and public alike for not only box-office but altogether better screen fare. It has an unusual story that holds from start to fade-out. It has suspense, punch, sex and thrills a-plenty. It has an excellent characterization in the performance of the up-and-coming Barbara Stanwyck. It has the understanding and capable direction of Frank Capra, and it is as clean as a hound's tooth. When you get a combination like that together you have something worth while, and "The Miracle Woman" is that if nothing else.

—ALICOATE

and everybody agrees —

COLUMBIA PICTURES

ANOTHER SMASH HIT FROM DEPENDABLE COLUMBIA

"SA



SIME SILVERMAN in **"Variety"** says:

. . . you will see this picture because it's worth seeing.

HOLLYWOOD HERALD says:

"Salvation Nell" has been brought to the screen in a most entertaining form.

Postal Telegraph

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BUDDY ROGERS. TIFFANY PRODUCTIONS=

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SENSATIONAL PREMIER OPENING WITH SALVATION NELL LAST NIGHT AUDIENCE REACTION VERY GOOD STOP LOOKS LIKE A BIG WEEK FOR LAFAYETTE THEATRE CONGRATULATIONS:

=A C HAYMAN NEWLAFAYETTE THEATRE.

134P

BUFFALO TIMES says: **"Salvation Nell in Successful Premier."**

KEEP YOUR EYES ON TIFFAN

sensational premier....

KEEP YOUR EYES ON TIFFANY

VATION NELL"

KEEP YOUR EYES ON TIFFANY

BUFFALO CAME OUT *EN MASSE!*

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Featuring

Ralph Graves
Helen Chandler
Sally O'Neill

Directed by
JAMES CRUZE

Produced by **SAMUEL ZIERLER**



Manager Hayman Predicted—

nd how! **"Salvation Nell" in the ttest week of the year, beat the previous x weeks' business! Soul-stirring in its sin- rity! Dynamic in its action! It tells of oman's gallant battle with lust and sordid verty—in a way that shoots straight to the art-strings of the public.**

A Real Money Picture! **A** ***An Exploitation Natural!***

JAMES CRUZE
PRODUCTION

TIFFANY
PRODUCTIONS, INC.

Marion Davies Best in Torrid Albany Week

Total $21,360 for 4 Theatres

ALBANY—Marion Davies has always been a good drawing card for Albany, and this fact was again demonstrated during the week when her latest vehicle, "It's a Wise Child," gathered in close to $5,000 at the Leland even though it was suffocatingly hot. This is within a thousand dollars of normal business for this house and the management expressed much satisfaction over the week.

The best the "Doctors' Wives" could do for the Hall was in the neighborhood of $7,800, but this was due more to weather conditions than to the box office features of the picture. Meanwhile another theatre, the Strand, a big downtown house, has closed for a month or more for redecorating and the installation of a cooling system. This is the third theatre downtown which is now closed, the State and the Clinton Square theatre having been closed for some little time, with the Strand now joining the group.

Estimated takings for the week ending July 23 and year-round weekly averages:

"DOCTORS' WIVES" (Fox)
HARMANUS - BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $7,800. (Average, $10,000.)

"IT'S A WISE CHILD" (M-G-M)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $5,050. (Average, $6,000.)

"BROADMINDED" (F. N.) and "CAPTAIN APPLEJACK" (Warners)
RITZ—(1,146)—25c-35c, 3 days. **Gross:** $1,900. (Average, $2,250.)

"SKY RAIDERS" (Col.) and "LAWLESS WOMAN" (Chesterfield)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,760. (Average, $2,250.)

"MIRACLE WOMAN" (Col.)
R-K-O PROCTOR'S—(1,500), 40c-60c, 3 days. **Gross:** $2,500. (Average, $3,000.)

"THREE WHO LOVE" (Radio)
R-K-O PROCTOR'S—(1,500), 40c-60c, 3 days. **Gross:** $2,350. (Average, $3,000.)

"BUY RIGHT—BUT BUY NOW"

Two Over Par In Hot Week At Charlotte

Total $18,000 for 2 Theatres

CHARLOTTE—Plenty of heat here. Yet "Politics" and "Donovan's Kid" did slightly better than average business at the Carolina where these pictures shared the screen last week.

Estimated takings for week ending July 24 and year-round weekly averages:

"CHILDREN OF DREAMS" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $2,500. (Average, $3,750.)

"UP FOR MRUDER" (Univ.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,000. (Average, $3,750.)

"YOUNG DONOVAN'S KID" (Radio)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,500. (Average, $5,500.)

"POLITICS" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

Bargain Bill In 1st Place At Providence

Total $49,200 for 5 Theatres

PROVIDENCE—"Miracle Woman" at the Albee and the Majestic with a double-feature went over the top this week. "Smart Money" and "Big Business Girl" made up the Majestic's bill, taking in $13,500, which is $3,500 above average. The Albee went one grand to the good, grossing $10,000.

"Son of India" at Loew's State moved along nicely, grossing $16,000, two grand below par, while Paramount went under $3,000 with "Confessions of a "Co-Ed." The RKO Victory took it on the whiskers again this week and was able to get only $2,700 out of "Arizona," $3,800 under average.

Estimated takings for the week ending July 23 and year-round weekly averages:

"MIRACLE WOMAN" (Col.)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $10,000. (Average, $9,000.)

"ARIZONA" (Col.)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $2,700. (Average, $6,500.)

"SMART MONEY" (Warners) and "BIG BUSINESS GIRL" (F. N.)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $13,500. (Average, $10,000.)

"SON OF INDIA" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $16,000. (Average, $18,000.)

"CONFESSIONS OF A CO-ED" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $7,000. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Geo. O'Brien Rings Bell in Seattle Stand

Total $41,500 for 5 Theatres

SEATTLE—Continued weather kept all houses below normal. The stage show helped push "Up for Murder" to $12,000, which was the week's best gross. George O'Brien made a good showing at the Coliseum, which was the only house to click above average.

Estimated takings for the week ending July 24 and year-round weekly averages:

"A HOLY TERROR" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,500. (Average, $3,000.)

"ANNABELLE'S AFFAIRS" (Fox)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,500. (Average, $2,500.)

"FIVE AND TEN" (M-G-M)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $11,000. (Average, $12,000.)

"HELL BENT FOR FRISCO (Sono-Art)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"SMART MONEY" (Warners)
MUSIC BOX—(950). 25c-35c-50c-75c, 7 days. **Gross:** $6,500. (Average, $7,500.)

"UP FOR MURDER" (Univ.)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaudeville. **Gross:** $12,000. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Shore Dinner Called Off

That bringing-the-seashore-to-Times Square idea, planned tonight at the Motion Picture Club, has been called off.

"Night Nurse" Wows "Philly" With $24,500

Total $121,000 for 8 Theatres

PHILADELPHIA—Warners' "Night Nurse" was the prize attraction last week, getting $44,500 at the Mastbaum, to top the house average by $4,500. "Sweepstakes" showed strength at the Earle, where it knocked off $20,000. Other spots were off considerably.

Estimated takings for the week ending July 24 and year-round weekly averages:

"GUN SMOKE" (Para.)
ARCADIA—(600), 50c, 3 days. **Gross:** $1,000. (Average, $3,000.)

"SWEEPSTAKES" (RKO-Pathe)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville on stage. **Gross:** $20,000. (Average, $18,000.)

"HUSH MONEY" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $24,000. (Average, $26,000.)

"MANY-A-SLIP" (Univ.)
KARLTON—(1,000), 40c-50c, 6 days. **Gross:** $4,000. (Average, $5,000.)

"WOMEN LOVE ONCE" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $11,500. (Average, $15,000.)

"NIGHT NURSE" (Warners)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $44,500. (Average, $40,000.)

"REBOUND" (RKO-Pathe)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $8,000. (Average, $18,000.)

"TABU" (Para.)
STANTON—(1,700), 25c-65c, 6 days. **Gross:** $8,000. (Average, $11,000.)

"BUY RIGHT—BUT BUY NOW"

"The Miracle Woman" Gets Cleveland Top

Total $77,500 for 7 Theatres

CLEVELAND—"The Miracle Woman" performed a miracle here by being the only picture going over par. It grossed $14,000 at the RKO Hippodrome, whose average is $12,000. Horace Heidt and his Californians helped to boost the take of the RKO Palace to $21,000 with "Lover Come Back," but the figure is $2,000 under normal.

Estimated takings for the week ending July 23 and year-round weekly averages:

"CONFESSIONS OF A CO-ED" (Para.)
STATE—(3,400), 40c-60c, 7 days. **Gross:** $16,000. (Average, $20,000.)

"THE NIGHT ANGEL" (Para.)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $15,000. (Average, $18,000.)

"LOVE IN THE RING" (Standard)
ALHAMBRA—(1,400), 25c-50c, 7 days. **Gross:** $6,000.

"A HOLY TERROR" (Fox)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $4,000. (Average, $4,000.)

"THE MIRACLE WOMAN" (Col.)
RKO HIPPODROME — (3,800), 25c-35c-65c-75c, 7 days. **Gross:** $14,000. (Average, $12,000.)

"LOVER COME BACK" (Col.)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. Horace Heidt orchestra. **Gross:** $21,000. (Average, $23,000.)

"CHILDREN OF DREAMS" (Warners)
WARNER'S LAKE—(800), 40-60c, 4 days. **Gross:** $1,500. (Average for week, $5,000.)

Cool Weather Helps Buffalo B. O. Grosses

Total $79,600 for 5 Theatres

BUFFALO—A few days of cooler weather helped in some spots, and several were close to normal. The kids swarmed into the Century to see "Forbidden Adventure," but tickets at 15 cents don't build strong grosses. Top money for the week—$23,800—went to the Buffalo, which played "The Public Defender." "Hush Money" was next in line at the Great Lakes.

Estimated takings for the week ending July 24 and year-round weekly averages:

"THE PUBLIC DEFENDER" (Radio)
BUFFALO—(3,300), 30c-65c, 7 days. Publix stage show. **Gross:** $23,800. (Average, $25,000.)

"FORBIDDEN ADVENTURE" (Para.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $10,000. **(Average,** $12,000.)

"HUSH MONEY" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $21,200. (Average, $22,500.)

"THE SECRET CALL" (Para.)
HIPPODROME—(2,100), 25c-50c, 7 days. Vaudeville. **Gross:** $15,700. (Average, $20,000.)

"MEET THE WIFE" (Col.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $8,900. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Heat Murders O.C. Grosses; 'Nurse' Leads

Total $25,200 for 4 Theatres

OKLAHOMA CITY — With weather here still at a record heat level, the dear old public is hunting for swimming pools, not motion pictures.

Business did take a turn for the better, however, in all houses but the Liberty which housed "Ex-Bad Boy" although the circus did plenty of general damage for one day. The leader here was "Night Nurse" which grossed $7,500 at the Criterion where the average is $8,000.

Estimated takings for week ending July 24 and year-round weekly averages:

"SECRET CALL" (Para.)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $5,500. (Average, $7,000.)

"NIGHT NURSE" (Warners)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $7,500. (Average, $8,000.)

"EX-BAD BOY" (Univ.)
LIBERTY—(1,500), 10c-35c-50c, 7 days. **Other attractions:** Al and Loie Bridge, vaude. **Gross:** ..6,200. (Average, $7,000.)

"BLACK CAMEL" (Fox)
MID-WEST — (1,500), 10c-25c-35c-50c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"BUY RIGHT—BUT BUY NOW"

Marie Dressler Better

HOLLYWOOD—Marie Dressler, who underwent an operation on her right hip, is to be discharged from the hospital next Tuesday, it is understood.

Wheat as Tickets

AMARILLO, TEX.—Theatres of this city are endeavoring to help the farmer solve the deplorable wheat situation.

In an effort to boost the price of wheat, these theatres are admitting any farmer and his family for a bushel of wheat. The offer is limited to Saturdays, which are the days the farmers and their families make their weekly trips to town.

Needless to state, farmers in droves are taking advantage of the offer.

Frisco's Top Week in 26; Colman Leads

Total $150,000 for 9 Theatres

SAN FRANCISCO — Everybody is happy here. Business here developed a decided forward spurt over the preceding week and gave San Francisco its best grosses in six months.

The Paramount held over "The Magnificent Lie" for two extra days and the Orpheum did likewise with "The Miracle Woman." The Warner Columbia and United Artists decided to hold their attractions, thereby sending "Night Nurse," "Private Secretary" (German-made) and "The Devil to Pay" into this, their second week. In point of gross, Ronald Colman in "The Devil to Pay," came through as the standard-bearer, grossing $15,000, against an average $11,000 at the United Artists.

Estimated takings for the week ending July 25 and year-round averages:

Week Ending July 21

"NIGHT NURSE" (Warners)
WARNER BROS—(1,385), 35c-50c, 7 days. Bobby Jones golf; Adventures in Africa. **Gross:** $10,500. (Average, $10,500.)

"EX-BAD BOY" (Univ.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. 4 acts RKO vaudeville. **Gross:** $15,500. (Average, $15,000.)

Week Ending July 22

"SON OF INDIA" (M-G-M)
FOX—(4,600), 35c-60c, 7 days. F & M stage show; Walt Roesner concert. **Gross:** $35,000. (Average, $34,000.)

"THE MAGNIFICENT LIE" (Para.)
PARAMOUNT — (2,740), 25c-35c-50c, 7 days. Jess Stafford's band. **Gross:** $20,000. (Average, $19,000.) Picture held two extra days for $24,000 on nine days.

"HUSH MONEY" (Fox)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $21,000. (Average, $21,000.)

"STEPPING OUT" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band; stage revue. **Gross:** $14,000. (Average, $13,000.)

"MIRACLE WOMAN" (Col.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $12,000.) Held two extra days making $14,000 gross for nine days.

"THE DEVIL TO PAY" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days. **Gross:** $15,000. (Average, $11,000.)

Week Ending July 25

"PRIVATE SECRETARY" (German film)
COLUMBIA—(1,700), 35c-50c-75c, 7 days. Three-A-Day. **Gross:** $9,000.

"BUY RIGHT—BUT BUY NOW"

Paramount Open Soon

STEUBENVILLE, O. — The Paramount, a new house now nearing completion here, is scheduled to open around August 1. Robert Hicks will be transferred here from the Newman, Kansas City, as manager.

'Smart Money' With $13,000 Omaha's Lead

Total $28,950 for 4 Theatres

OMAHA—"Smart Money" was the leader here last week. Playing at the World, it grossed $7,200 against that theatre's average of $5,500. Second best was "The Miracle Woman" at the Orpheum which sailed $500 over average business to a gross of $13,000 on its week.

Estimated takings for week ending July 24 and year-round averages:

"THE MIRACLE WOMAN" (Col.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four RKO acts headed by Venita Gould. **Gross:** $13,000. (Average, $12,500.)

"THE NIGHT ANGEL" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $6,250. (Average, $7,000.)

"A HOLY TERROR" (Fox)
STATE—(1,200), 25c, 4 days. **Gross:** $1,000. (Average, $1,200.)

"JUST A GIGOLO" (M-G-M)
STATE—(1,200), 25c, 3 days. **Gross:** $1,500. (Average, $900.)

"SMART MONEY" (Warners)
WORLD—(2,500), 25c-40c, 7 days. **Gross:** $7,200. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

"5 and 10" at $22,000 Gets Boston Honor

Total $149,500 for 8 Theatres

BOSTON—Grosses took a turn for the better last week as compared with local performances for the prior three weeks. At that, however, business is below expectations for this time of the year. There is a hopeful outlook, however, as the vacation season is now in full swing and Boston is nightly filled with tourists who spend while here.

"Five and Ten" carried off top honors at Loew's State with liberal publicity, while most of the first-runs showed increasing business, which is also being reflected in suburban theatres.

Estimated takings for week ending July 23 and year-round weekly averages:

"PUBLIC DEFENDER" (Radio)
KEITH-BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $19,500. (Average, $18,000.)

"THE MIRACLE WOMAN" (Col.)
KEITH'S—(2,800), 25c-65c, 7 days. **Gross:** $18,000. (Average, $18,000).

"A FREE SOUL" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $18,500. (Average, $20,000.)

"FIVE AND TEN" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $22,000. (Average, $20,000.)

"FORBIDDEN ADVENTURE" (Para.)
METROPOLITAN — (4,350), 25c-60c, 7 days. **Gross:** $31,000. (Average, $32,000.)

"NIGHT NURSE" (Warners)
OLYMPIA — (2,500), 25c-50c, 7 days.

"THE BLACK CAMEL" (Fox)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross,** $15,000. (Average, $15,000.)

"NIGHT NURSE" (Warners)
UPTOWN — (2,000), 25c-60c, 7 days. **Gross:** $11,500. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Frazier Produces "Kid"

HOLLYWOOD—Herry Frazier has been signed by Trem Carr to produce "The Montana Kid," for Monogram release.

Mpls. Gives $24,000 to "Free Soul"

Total $37,800 for 5 Theatres

MINNEAPOLIS — Ballyhoo of reviewers, including the rating given the picture by *Liberty Magazine,* put over "A Free Soul" at the Minnesota to $24,000, which is $4,000 above par. This, despite the fact that some knocked the picture. Business at the other stands was just average.

Estimated takings for the week ending July 24 and year-round weekly averages:

"BIG BUSINESS GIRL" (F. N.)
ASTOR—(812), 20c-25c, 7 days. **Gross:** $1,400. (Average, $1,500.)

"SON OF INDIA" (M-G-M)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,500. (Average, $2,500.)

"A FREE SOUL" (M-G-M)
MINNESOTA—(4,000), 30c-75c, 7 days. **Gross:** $24,000. (Average, $20,000.)

"THE GOOD BAD GIRL" (Col.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Bob Hope heading vaudeville. **Gross:** $14,000. (Average, $14,000.)

"CONFESSIONS OF A CO-ED" (Para.)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Chicago's Liberal Attitude Cuts Suits

CHICAGO—No picture litigation has been placed before the corporation counsel's office here since the new city administration came into office in April. During the former administration there was an average of two picture cases per month contested by the city through the corporation counsel's office.

The reduction of picture litigation is explained in city hall circles here as being due to the manifestly more liberal stand of the present administration which is gradually being reflected in the decisions of the motion picture censorship board.

"BUY RIGHT—BUT BUY NOW"

Radio Production in Spurt; Ten in Work

HOLLYWOOD—With the return from New York of Joseph I. Schnitzer, production at Radio takes a forward spurt. Ten pictures will either be finished or in work by October 1.

Two, "Consolation Marriage" and "Are These Our Children?" are in production now. The others will include "Secret Service" and "Frontier," both starring Richard Dix; "Home Town Laughter," Ricardo Cortez's first starring picture; "Sour Grapes," featuring Mary Astor; "Peach O' Reno," starring Wheeler and Woolsey; "Penthouse," starring Hope Williams; "Boulder Dam" and "Other People's Business," starring Phillips ("Seth Parker") Lord.

"BUY RIGHT—BUT BUY NOW"

New Delaware Units

DOVER, Del.—Charters have been filed in State House yesterday by:

U. A. of Brazil, Inc., to deal in motion pictures. 1,000 shares, no par value. Represented by C. S. Peabbles, L. E. Gray and H. H. Snow of Wilmington, Del.

Advance Trailer Service of Illinois, Inc., to deal in motion picture films. Capital, $1,000. Represented by C. S. Peabbles, L. E. Gray and H. H. Snow of Wilmington, Del.

Theatre on Wheels

CINCINNATI—Local exhibitors are experiencing another source of competition from the Traveling Theatre, a civic project sponsored by the Public Recreation Commission, featuring vaudeville acts, specialties and silent movies. The theatre on wheels appears at different sections of the city throughout the week to provide free outdoor entertainment.

Indianapolis Grosses Fair; "Angel" Leads

Total $38,150 for 5 Theatres

INDIANAPOLIS—A fair week here with dubious honors going to "Night Angels" at the Indiana. That picture grossed $14,500 against a house average of $13,000.

All other houses were down except the Lyric with "A Holy Terror," which did a measly $500 over the theatre's average.

Estimated takings for week ending July 24 and year-round weekly averages:

"HUSH MONEY" (Fox)
APOLLO—(1,100), 25c-50c, 1 days. **Gross:** $3,750. (Average, $4,000.)

"THREE WHO LOVED" (Radio)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"NIGHT ANGEL" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. **Other attractions:** Publix unit. **Gross:** $14,500. (Average, $13,000.)

"A HOLY TERROR" (Fox)
LYRIC—(2,000), 25c-50c, 7 days. **Other attractions:** Blanche Sweet in person. RKO vaudeville. **Gross:** $7,500. (Average, $7,000.)

"SON OF INDIA" (M-G-M)
PALACE—(,800), 25c-50c, 7 days. **Gross:** $8,400. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

"Good Girl" Gets Biggest St. Paul Break

Total $31,500 for 4 Theatres

ST. PAUL—Getting better breaks than it did in Minneapolis, "The Good Bad Girl," aided by vaudeville, enabled the Orpheum to click off $13,500, which is $1,500 above average and a fine showing for these dog days. Robert Montgomery helped the Paramount to climb to $8,500.

Estimated takings for the week ending July 24 and year-round weekly averages:

"THE MAN IN POSSESSION" (M-G-M)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"CONFESSIONS OF A CO-ED" (Para.)
RIVIERA—(1,100), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)

"THE GOOD BAD GIRL" (Col.)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Stuart and Lash heading four acts. **Gross:** $13,500. (Average, $12,000.)

"SON OF INDIA" (M-G-M)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,000. (Average, $2,000.)

"Merely Mary Ann"

(Fox)

HOLLYWOOD — Another of Fox's promising fall line-up is "Merely Mary Ann," co-starring Janet Gaynor and Charles Farrell with the former in the Cinderella type of role which audiences love. There is plenty of humor in the situations and the dialogue and excellent direction by Henry King.

Beryl Mercer gives another of her priceless characterizations which contributes largely to the picture's success. With Farrell in the role of a young composer, opportunity is afforded for the introduction of music which a preview audience seemed thoroughly to enjoy.

LEO MEEHAN

Writers' Game Is a Swindle Game—Muir

(*Continued from page* 1)

tinue on the same producing basis they will go to pieces within two years."

To which replies Miss Muir:

"You're not the first movie misfit that has made this prediction, Horace. They're all alike. Louie Bromfield, sitting on top of a mountain in Switzerland a few months ago made a similar crack anent Sam Goldwyn. Sam was good-natured when I interviewed him about Author Bromfield.

" 'The greatest tea drinker we ever had in Hollywood,' said Sam. 'But he didn't know anything about the movies and didn't want to learn.'

"Not long ago Sam had to send another author back to authoring, this one being Ursula Parrott, who had written some reeking 'novels' fit for ageing spinsters or goatish sophomores."

Massing her attack again on Liveright, Miss Muir says at another point:

"Some of these lads who come out here on the assumption that the industry is an all-day sucker and nothing else, wait until they have stayed out their contracts or got themselves into the doghouse before they start yapping. Then, because they have nothing to offer motion pictures and don't take the trouble to learn what it's all about, they sound off in bitter diatribe against those who hand them their pay checks."

It is her opinion that the successful writers are those who get the nose down on the grindstone and work. "They haven't time to high hat their meal ticket and they're too busy trying to improve pictures to sound off in print about what's wrong with the movies," is her finale.

"BUY RIGHT—BUT BUY NOW"

In Projector Field

The Pulverman Corp., manufacturers of the Royal Zenith Sound Projector, is making plans to sell its projector unit to other manufacturers of sound equipment, stated J. V. Cremonim, vice president of the company, yesterday.

"BUY RIGHT—BUT BUY NOW"

Robinson to Tour

HOLLYWOOD—Edward G. Robinson, First National star, leaves July 31 for a vaudeville tour in the Middle West. It will be a brief tour, however, for he is expected back at the Warner Bros. studios September 1 to begin work on "The World Changes," by Wilson Mizner.

"BUY RIGHT—BUT BUY NOW"

Another "Miracle Man"

HOLLYWOOD—Paramount is planning to remark "The Miracle Man" with George Bancroft and Irving Pichel in leading roles.

"BUY NOW" SALES

(*Continued from page* 1)

Rock Island; Plaza, Moline; Avoy, Moline, Barney Brotman Circuit.

Indiana

Capitol, Indianapolis, Goulden Theatres Corp.

Iowa

Ritz, Denison, Henry Saggau.

Kansas

Iola, Iola, Iola Amusement Co.; Novelty, Anthony, J. M. Hobbs; Nu Era, Oswego, H. H. Daniels.

Louisiana

Amusu, Natchitoches, D. L. Suddath.

Maryland

Capitol, Baltimore, Capitol Theatre Co.

Michigan

Aloma, Delthe and East End, Fred De Lodder; Flamingo, Flamingo Theatre Corp.; Frontenac, Paul and Edward Gayeski; Great Lakes, Great Lakes Theatre Co.; Knickerbocker, Knickerbocker Amusement Co.; Maxine, Maxine Theatre Co.; Midwest, John Covelski and A. Westaway; Your, Fred De Lodder; all located in Detroit. Richards, Flint, A. Eiseman; Michigan, Flint, Michigan Theatre Co.; State, Grand Ledge, Guy Goodrich; Boulevard, Boulevard Theatre Co.; Cinderella, Cinderella Theatre Co.; Lakewood, Wm. Guensche; Rialto, Rialto Theatre Co.; Rivola, Rivola Theatre Co.; Roosevelt, Roosevelt Theatre Co., Detroit.

Minnesota

Agate, Minneapolis, I. Hanson; Hamline, St. Paul, Gran Star Amusement Co.; New Ray, St. Paul, H. L. McGoon; Star, Lamberton, Mrs. C. N. Carver; Auditorium, Red Wing, G. W. Johnson.

Missouri

Crystal, Crystal City, Crystal Library Association; Wellston, St. Louis, Fred Robinson; Delpheus, Mound City, John Yous; Westport, Kansas City, J. F. Rigney; Roanoke, Kansas City, A. F. Gibbons; Douglas, Lee Summitt, C. M. Norfleet; Tarkio, Tarkio, L. C. Hensler.

New Mexico

Paris, Santa Fe, Nathan Salmon.

New York

Royal, Albany, H. Hellman; Paramount, Albany, Patroon Theatre Corp.; Farman, Warsaw, Aprile & Fisher; Community, Catskill, Catskill Operating Co.; Star, Dansville, James Martini; Naples, Naples, Carolin C. Perriell; Nunda, Nunda, Sarah Tantillo; Glorio, Brooklyn, Gay Court Amusement Corp.; Parascourt, Brooklyn, P. C. Amusement Corp., and Rialto, Monticello, Malo Theatre Corp.

North Carolina

Sunset, Asheboro, White Amusement Co.

Ohio

Pantheon, Toledo, Pantheon Theatre Co.

Pennsylvania

Grand, East Stroudsburg, Wm. Blumenberg and Victor Austin.

South Dakota

Liberty, Webster, H. M. Schenecker.

Texas

Majestic, Glenrose, Leslie Kell; Palace, Burkburnett, Lester Meyer.

Virginia

Franklin, Franklin, Franklin Theatre Co.

Wisconsin

Regent, Prairie du Chien, M. E. Mitchell; State, Hartford, R. Leach; Century, Blair, Art Johnson; Marinuka, Galesville, Art Johnson; Rex, Beloit, Rex Theatre Co.; Myers, Janesville, Myers Theatre Co.

Fred Dolle joins the "Buy Right—But Buy Now" movement today via a contract signed with James R. Grainger for the complete Fox line-up for the new season. Dolle's company, the Fourth Avenue Amusement Co., operates these theatres:

Alamo, Strand, Uptown Rialto, Louisville, Ky.; Luna, Mars and Family, Lafayette, Ind.; Lyric and Indiana, Marion, Ind.; American, Grand, Indiana and Liberty, Terre Haute, Ind.; Logan and Luna, Logansport, Ind.; Apollo and Lyric, Indianapolis.

TORONTO—B. & F. circuit, one of the largest unaffiliated circuits in Canada, has signed with Regal Films for the RKO Pathe Fables, Sportlights and Vagabonds. Theatres included:

Prince of Wales, Eastwood Gerrard, Teck, La Plaza, Christie, Beaver, Mavety, York, Parliament and Grover.

HARRISBURG—Wilmer and Vincent have closed for the Fox product for the Colonial, State and Victoria.

MIAMI—Wolfson-Meyer Enterprises have signed for the Fox program. Theatres covered:

Biltmore, Capitol, Lincoln, Lyric, Ritz, Miami and the Biscayne-Plaza in Miami Beach.

CHICAGO—Talking Picture Epics report contracts closed with all circuit houses in the district for "Monsters of the Deep."

Central States Theatre Corp., operating in 11 Iowa towns, has closed for the Fox product. Harry M. Weinberg is the buying exhibitor. His houses:

King, Albo; Ames, Capitol; Twin Star, Ames; Rialto, Boone; Palace and Rialto, Burlington; Ritz and Majestic, Centerville; Ritz, Clariton; Ritz, Capitol and Strand, Clinton; Rialto and Strand, Fort Dodge; Englert and Garden, Iowa City; Palace and Strand, Mason City; Grand, Oelwein.

BOSTON—World Art Pictures, New England distributor for Big 4, has closed the following accounts:

Park, Commonwealth Amusement Enterprises, Inc., Nashua, N. H.; Merchants', Merchants' Theatre Co., Quincy, Mass.; Acadia, Aetna Amusement Enterprises, Portsmouth, N. H.; Washington, Washington Amusement Enterprises, Boston; Auditorium, Regent Amusement Enterprises, Lynn, Mass.; Cameo, American Amusement Enterprises, Pittsfield; Roxbury, Roxbury Theatre Co., Roxbury, Mass.; Strand, Huntington Amusement Enterprises, Norwich, Conn.; Atlas, Atlas Theatre Co., Adams, Mass.; Rialto, Worcester; Union Hill, E. Klein, Gloucester, Mass.

JOHN DAY, Ore.—The John Day theatre has closed for the RKO Pathe features and shorts.

"BUY RIGHT—BUT BUY NOW"

Tallulah's Next

Tallulah Bankhead's next starring vehicle, tentatively titled "Woman Against Woman," is slated to go into production next month at the Paramount New York studio with George Abbott probably directing. The script is now being prepared by Adele Comandini, Paramount writer, from the Clyde Fitch play "Woman in the Case."

"BUY RIGHT—BUT BUY NOW"

Buys Oakland House

OAKLAND, Calif.—M. L. Markowitz, head of the Melmak Amusement Co., has added the local Hippodrome theatre to his string of shows. The house was leased from Wachs Brothers, leasing specialists. Markowitz operates a chain of San Francisco houses.

"BUY RIGHT—BUT BUY NOW"

Start U. A. House

RICHMOND, Cal.—Work on the new $150,000 United Artists theatre started here this week. Henry I. Beller Company are the general contractors. No completion date has been announced.

"Huckleberry Finn"

(Paramount)

HOLLYWOOD—Equally as good as "Tom Sawyer," right up to the mark in story and dialogue and marked by better acting, "Huckleberry Finn" bears out the cheerful advance reports of the picture.

Junior Durkin carries off the honors, but also credit goes to Jackie Coogan, Mitzi Green, Jackie Searl, Clarence Muse, Eugene Pallette, and Oscar Apfel. Generous action, fun, adventure and kid love interest stamp this as ideal family fare.

The direction of Norman Taurog is excellent; so is the screen treatment by William Slavens McNutt and Grover Jones.

W. A. JOHNSTON

Special Stage Shows Slated for Buffalo

BUFFALO—Special stage shows may be produced for Shea's Buffalo, coming here from New York; possibly the same ones that play the New York and Brooklyn Paramount, if Michael Shea fails to approve the proposed switching of Fanchon & Marco circuit presentations here to replace the present Publix stage shows.

Shea long has been known to be particular as to the nature of stage shows for his theatre, and often has booked outside acts and "names" even when he had the Publix wheel shows. With Loew's Capitol revues playing in the Fox-Great Lakes, competition is keener than in some time. In addition, Fanchon & Marco shows play in the Fox Strand at Niagara Falls, and the Falls Fox houses are competition for the Buffalo houses, despite any attempts downtown to deprecate their strength. With Fox and M-G-M pictures, the Falls houses are drawing big crowds, even in the summer, comparatively, because of the great influx of tourists.

"BUY RIGHT—BUT BUY NOW"

Gang Films Blamed In White Plains Case

Gangster pictures were blamed by District Attorney John C. Coyne for the depredations of the Dinan gang in White Plains, New York. Members of the gang, last member of which has been sent to jail, suffered from a "moving picture complex" carrying out in real life what they saw on the screen.

"BUY RIGHT—BUT BUY NOW"

Union Trouble Closes Theatre in Galveston

GALVESTON, Tex.—A. Martini has closed the Dixie and is contemplating the closing of the Key. A bitter controversy has been raging between the projectionists union here and Martini, neither side seeming to get together on a wage scale that would be satisfactory to both parties. The fight has been going on several months.

"BUY RIGHT—BUT BUY NOW"

Buys "Oh, Promise Me"

Negotiations were completed Saturday whereby Universal acquires picture right and title to "Oh, Promise Me," which played at the Morosco Theatre this season. "Oh, Promise Me" is by Howard Lindsay and Bertrand Robinson.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

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VOL. 30. NO. 49 NEW YORK, TUESDAY, JULY 28, 1931 TEN CENTS

Nine Units in Offing Under Selznick Plan

Keep Theatres Wobber Says To Circuits

No Reason for Reversion Of Houses, His View

HOLLYWOOD—There is no good reason for reversion of theatres to original owners on a wholesale scale or even a slight percentage of them, declares Herman Wobber in an exclusive interview with *The Hollywood Herald*. It would be poor showmanship for circuits to relinquish key city houses, he feels.

The slump in theatre patronage is less than falling off in other lines of business and is due almost entirely to the financial depression, Wobber states. Good pictures, he says, will

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Allied Gets $1,000 In Chi Union Probe

CHICAGO—Subscriptions amounting to something in excess of $1,000 have been made to Allied Theatres of Illinois by members for the purpose of financing Allied's participation in the current state's attorney's investigation of the Chicago projectionists' union. No announcement was made, even to subscribers, of a definite purpose to which the money would be put, other than the general information that it

(*Continued on page 2*)

Chi Seeks to Clinch Case vs. Operators

CHICAGO — Examination of members of the operators union will be conducted on an extensive scale during the next few weeks in attempts to obtain evidence for additional indictments of officials of the union and to clinch convictions on the five indictments already returned, Assistant

(*Continued on page 2*)

Unit Shows to Be Built for Warner Time

Warners plans production of unit shows following Paramount's move in dropping of the Publix units and substitution of Fanchon & Marco Ideas. Heretofore, a number of Warner houses played Publix units. The units will be made up by the Artists' Bureau, Warner subsidiary headed by Walter Meyers.

The new plan will go into effect at the Stanley Theatre in Pittsburgh, and the Stanley in Jersey City on

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Prosecution Is Welcomed by F. P.

TORONTO—J. P. Bickell, vice-president of Famous Players Canadian Corporation yesterday asserted the company would welcome criminal prosecution under findings of Peter White in the Combine probe.

"Directors believe no such prosecution would succeed because they

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Menjou and Novarro Pacts Not Renewed

HOLLYWOOD—Option on services of Adolphe Menjou and Ramon Novarro have not been taken up by M-G-M. Menjou will free-lance but no decision has been made on the proposed Novarro renewal. M-G-M and other studios feel that it cannot afford to carry high-priced players who are used only occasionally.

Specializing

THE kind of pictures David Selznick will produce remains to be seen. He doesn't know himself, although he will admit he expects them to be real attractions.

But we do know this: That the way that young Selznick is proceeding in his job of developing a producing organization of his own nestles close to the ideas of this writer. There is substantial talk of nine units, each one operating individually and concentrating on the task of making four or perhaps six pictures a year.

The idea is rooted solidly in good judgment. Production is a specialist's business. Each picture is a job all its own and it follows no one man can turn out from 48 to 70 pictures a year and make all of them good. It's been tried for years and each year it has failed.

Enthusiasts are reading into the Selznick move, important as it potentially is, the dawn of a new production day. Time will determine that, rather than individual opinion. Selznick, however, should be encouraged for his enterprise.

That's exactly what we are trying to do here.

KANN

Co-Op. to Get Going At Minneapolis Meet

MINNEAPOLIS—Establishment of an exhibitors' co-operative here is reported under way. The buying combine will be outlined at the exhibitors session here September 9.

After Bow, Vidor and Six Others—"Milly" To Handle Six

Nine series of pictures, each production individually made, are in the offing under the production organization which David O. Selznick is developing.

Describing his plans as "vague" at the minute, Selznick, nevertheless, is dickering with Clara Bow, at present unattached, and with King Vidor, at present with M-G-M, for his second and third units. Lewis Milestone, as noted, is a partner in the first company, Selznick - Milestone Prod. and will be responsible for six pictures. Two will be directed by Milestone and four supervised by him.



David O. Selznick

Selznick arrived in New York from Hollywood yesterday, accompanied by his brother Myron, head of the Selznick-Joyce agency which handles some of the biggest names in Hollywood.

(*Continued on page 6*)

Wanger and Selznick Go Into a Huddle

David O. Selznick's first day in New York was spent largely with Walter Wanger, former general manager of production for Paramount in which company Selznick also held a high production post.

The two former Paramounteers

(*Continued on page 6*)

For It

Hollywood — Proposal of producers to base wage scales on types is O.K. with Jeanette MacDonald. Says she: "It's all right with me if producers decide to pay according to the character's occupation — that is, butlers so much, chambermaids a little less and gardeners practically nothing. You see, I specialize in queens."

Machat Plans Middle West Circuit of German Houses

CHICAGO—Plans for a Middle West circuit of small, modernistic, community theatres are nearing completion here, and announcement of a deal for their exclusive showing of Ufa pictures will be made within the next week or two. Ufa, however, will have no financial interest in the theatres or any further relations with them than is provided by booking deals.

Louis Machat, Chicago independent exhibitor, will be the central figure in the circuit's operation, and will, in addition, become the central district distributor for Ufa, if plans now under way between himself and F.

(*Continued on page 6*)

"BUY NOW" SALES

ATLANTA—Following is a list of the theatres that have contracted for the entire 28 Monogram Pictures for the Atlanta territory:

Regent, Miami, Fla.; Prince, Tampa, Fla.; Alpha, Atlanta; First Natl. Sylacauga; Sky Dome, Miami; Pompano, Pompano, Fla.; Royal, Ala.; Roxy, Tallassee, Ala.; Royal, Atlanta; Bijou Nashville, Lenox, Augusta, Ga.; Douglas, Macon, Ga.; New Frolic, Jacksonville; Central, Tampa; Royal, Tarpon Springs, Fla.; Palace, St. Petersburg, Fla.; Marvin Wise, Birmingham; Dreamland, Augusta, Ga.; Rivoli, Talladega, Ala.; Garden, Tampa; Grand, Winter Haven,

(*Continued on page 5*)

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 28, 1931 No. 49

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Peerless Will Open Outlets, Pollak Says

CHICAGO — Peerless Pictures, Inc. will open its own exchanges wherever it is unable to effect a deal with already established distributors in principal cities throughout the country, according to a statement made by Adolph Pollak, general manager of the newly organized company.

Pollak is here in the course of a nationwide tour of distribution centers for the purpose of lining up independent distributors for the 24 new Peerless productions.

"BUY RIGHT—BUT BUY NOW"

Kane Stays in Paris, Lasky Says on Coast

HOLLYWOOD—Reports to the contrary notwithstanding, Robert T. Kane will remain in Paris in charge of Paramount's multi-lingual production, according to Jesse L. Lasky.

Kane has been variously reported as returning to the States to take over the Long Island studio or as retiring completely from the ranks of the company's production executives.

"BUY RIGHT—BUT BUY NOW"

"U" Closes Down in Chile; Others Pat

Universal has determined to close its office in Santiago, Chile, because of revolutionary uprisings in that country.

Other distributors, however, are not following suit. Joseph Seidelman at Paramount, Arthur Loew at M-G-M, H. A. Bandy's office at Warner-First National and Clayton Sheehan's office at Fox yesterday reported no change in their Chilean operations. Several foreign managers expressed belief the current difficulty was merely a political flurry.

"BUY RIGHT—BUT BUY NOW"

155 New Erpi Deals

One hundred fifty-five new contracts for theatre installations have been closed in recent weeks by Erpi, states C. W. Bunn, general sales manager.

"BUY RIGHT—BUT BUY NOW"

Shulberg East Shortly

B. P. Schulberg is planning to make a trip to New York some time in September.

Off the Record

HARRY COHN, Columbia's production chief on the Coast, virtually lives in his studio office. He is a hard worker and, report would have you believe, he's just as hard-boiled. But here's a story that places Cohn in a slightly different light:

A certain independent, after spending $100,000 on a certain picture, found himself in a jam; his partner had failed to deliver his quota of iron men. The night before payday, this independent went to Cohn.

The conversation ran like this:

Independent: "Mr. Cohn, I'm licked. I've got a $15,000 payroll to meet tomorrow and no money. We've got to stop."

Cohn: "Go ahead and finish your picture and we'll go through with you. You've got a good picture and you are entitled to a fair shot at the market with it. We'll take a chance with you on getting ours after you get yours."

●

And, by the way, did you notice the great interest Cohn is expressing in independent production?

Why?

●

"Al Smith, Frank Walker and other Tammanyokels are backing E. Dowling's new flicker 'Honeymoon Lane,'" states Walter Winchell in the *Daily Mirror*.

●

Al Szekler, back in Berlin, has done a grand job for Universal, the company privately concedes. "All Quiet," banned for public exhibition, is now being shown for clubs all over Germany. In four weeks, it is understood "U's" end of the gross has topped $150,000 and the anticipation is the picture, long a target for political footballing in that country, will net the producer between $500,000 and $750,000 before it runs its final course.

●

When is a lion like a rooster is a question puzzling many new Orleans fans as the result of sound experiments on the part of an operator at the Tudor who succeeded in making Leo, M-G-M's trademark, crow like Pathe's triumphant rooster during the opening of an M-G-M feature at a local theatre recently.

The operator had just completed running a Pathe comedy when he went into the feature. As the M-G-M lion flashed on the screen, he cut off the sound of his machine, connecting the horn with the machine in which the comedy reel remained and allowing the sound track to run through the rooster's crow. Result: Leo raised his lordly head and emitted sounds which immediately made the newspapermen doubt their bootleggers.

●

James E. McPherson, Consolidated Film Industries stockholder, who appears to be disturbed over the company's management and, therefore, seeks a writ of mandamus to examine its books, is understood to be identified with the American Record Company which two years ago passed into Consolidated's hands on an exchange of stock arrangement.

American Record, it is understood, received 125,000 shares of Consolidated stock at the then market price which was $20 a share. Yesterday that stock closed at 7. All of which may have nothing or something to do with the case.

Stocks Steady; Trading Dull

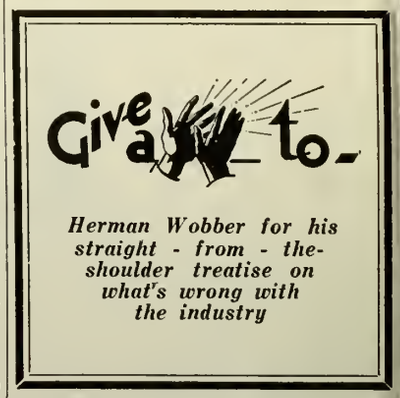
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¼	7	7	— 5/8	300
Consolidated Film Industries pfd	13¼	13¼	13¼	—1¼	100
Eastman Kodak	140½	138	139	.....	2,500
Fox Film "A"	15⅝	15	15⅝	+ 5/8	1,500
General Theatre Equipment new	3¾	3¾	3¾	.....	400
Loew's, Inc	44⅛	43¾	43¾	+ ⅛	800
Paramount Publix	23	22½	22⅞	+ 3/8	7,400
Pathe Exchange "A"	6⅝	6⅝	6⅝	+ ⅛	100
RKO	14¼	13¾	14¼	+ 3/8	3,200
Warner Bros.	7	6¾	6⅞	— ⅛	2,900

Spotty Day for Curb Issues

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅝	2⅝	2⅝	— ⅛	200
National Screen Service	19⅝	19	19⅝	—1⅝	500
Technicolor	6½	6½	6½	.....	100
Trans Lux	5½	5½	5½	+ ⅛	100

Slight Drop Shown in Bond List

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	32½	32½	32½	— ½	20
Loew's 6s '41 ex war	98¼	98	98	— 5/8	4
Paramount Broadway 5½s '51	102¼	102	102	— ½	6
Paramount F. L. 6s '47	85½	85	85	— ¾	19
Paramount Publix 5½s, '50	74¾	74	74	— ¾	15
Pathe 7s '37 ww	92½	92½	92½	— ½	13
Warner Bros. 6s '39 wd	42	40¼	42	+ ½	48



Herman Wobber for his straight - from - the-shoulder treatise on what's wrong with the industry

Allied Gets $1,000 In Chi Union Probe

(*Continued from page 1*)

would finance a participation in the current investigation of the union.

Assistant State's Attorneys Charles Lounsbury and Charles Bellows, in charge of the prosecution of seven individuals indicted in connection with the union investigation, stated that they knew of no way a private fund could aid their prosecution of union officials.

"It is apparently being raised to further some private investigation of the organization," said Assistant State's Attorney Bellows. "The organization may have some civil action in mind; possibly obtaining of an injunction to restrain the union from enforcing its agreement calling for two operators in the booth. In any event, the 'war chest' is of no interest to the state's attorney's office."

The subscriptions were solicited at a meeting of independent theatre owners last week, presided over by Al Steffes, and attended by about 100 exhibitors.

Chi Seeks to Clinch Case Against Union

(*Continued from page 1*)

State's Attorneys Charles Lounsbury and Charles Bellows state.

Prior to the return of indictments last week, examination of members of the union was avoided whenever possible, due to the fact that early in the investigation the prosecutors learned that questioning of operators or summoning them before the grand jury resulted in formation concerning the investigation being immediately returned to union headquarters. With the indictments on five counts of conspiracy already returned against the union officials, the prosecutors feel freer in summoning and questioning members of the union, they said.

"BUY RIGHT—BUT BUY NOW"

"In Due Course"

Herbert J. Yates will answer charges hitting at the management of Consolidated Film Industries, Inc., filed in Wilmington by James E. McPherson, but his answer will be made "in due course."

Attempt to translate this into terms of hours or days came a cropper at Consolidated yesterday afternoon.

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"I knew from the start I had to have PARAMOUNT this year. It takes real quality on the screen to make real money at the box office today. PARAMOUNT has a 20-year quality record behind its trade mark that no other company can touch.

"Then take stars. The big drawing cards always belong to PARAMOUNT. Favorites like Lloyd, Bancroft, Chevalier, Dietrich, Chatterton, Marx Brothers, Carroll, Cooper, Brook, Lukas, Arlen, Bankhead, Colbert, Holmes, March, Lombard, Sidney, Shannon and the others, presented as only PARAMOUNT can, mean real money to me.

"When I read PARAMOUNT'S new season announcement, I said, 'There's the cream of the 1931-2 crop.

"But I waited for actual pre-release performance at the box office. I investigated reports of SMILING LIEUTENANT playing three months of S. R. O. on Broadway in New York's hottest summer and then doing sensationally in Chicago and the Carthay Circle, Los Angeles. It's true.

"I saw AN AMERICAN TRAGEDY last week. All the fine things the trade reviewers have said about it are too modest. It's a clean-up.

"I caught MURDER BY THE CLOCK at the New York Paramount. How that big audience went for it!

"I got confidential wires from Hollywood telling me HUCKLBERRY FINN will out-gross TOM SAWYER, SILENCE is the best melodrama in years and DAUGHTER OF THE DRAGON is a honey. With a special rave about the MARX BROTHERS in MONKEY BUSINESS.

"Now, Mr. Salesman, you understand why I'm smiling. You had about as much chance of getting out of that door WITHOUT my name on that PARAMOUNT contract as the proverbial snow-ball."



$6,000 Fine For "Co-Ed" Houston Run

Total $25,500 for 4 Theatres

HOUSTON—Youngsters in their teens kept the Kirby consistently in the lead last week with "Confessions of a Co-Ed." Business all-around was a little better although nothing to brag about.

Estimated takings for the week ending July 23 and year-round weekly averages:

"CONFESSIONS OF A CO-ED" (Para.)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000.)

"THE MIRACLE WOMAN" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"THE SECRET CALL" (Para.)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"A WOMAN OF EXPERIENCE" (RKO)
RKO Majestic—(2,252), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

"Co-Ed" Gets $9,000 Gross In Des Moines

Total $25,200 for 3 Theatres

DES MOINES—This has been worse weather than the drought of last year. Cooling systems are certainly proving worth their weight in gold.

"Confessions of a Co-ed" was the big scorer and men were present for the matinees as well as the women. It grossed $9,000, which would be good for winter time business. At the Paramount the first half of the week suffered from the competition with "Hush Money" grossing $6,000. "The Maltese Falcon" with Bebe Daniels credited with good drawing power was well above average with $7,000. "The Black Camel," popular as a magazine story was given high praise and had a good run for four days at the Strand grossing $2,300. The last half of the week, the Strand grossed $900 with "Great Lover."

Estimated takings for the week ending July 25 and year-round weekly averages:

"CONFESSIONS OF A CO-ED" (Para.)
DES MOINES—(1,500), 7 days, 25c-35c-60c. **Gross:** $9,000. (Average, $7,000.)

"HUSH MONEY" (Fox)
PARAMOUNT—(1,700), 3 days, 25c-35c-60c. **Gross:** $6,000. (Average, $5,500.)

"MALTESE FALCON" (Warners)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. **Gross:** $7,000. (Average, $5,500.)

"THE BLACK CAMEL (Fox)
STRAND—(1,100), 4 days, 20c-35c. **Gross:** $2,300. (Average, $1,700.)

"THE GREAT LOVER" (M-G-M)
STRAND—(1,100), 3 days, 20c-35c. **Gross:** $900. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

Buy "Tugboat Annie"

M-G-M has acquired rights to "Tugboat Annie," published in the *Saturday Evening Post*, and has engaged its author, Norman Reilly Raine, to prepare a script based on his character.

"Free Soul" Is Best of Week In Milwaukee

Total $19,000 for 6 Theatres

MILWAUKEE—There were no outstanding pictures in town during the past week and consequently business was fairly quiet along the entire front. "A Free Soul" was good for an average week at Fox's Strand, while "Doctors' Wives" enjoyed a fairly good business at Universal's Alhambra.

Estimated takings for the week ending July 24 and year-round weekly averages:

"DOCTOR'S WIVES" (Fox)
ALHAMBRA—(2,660)—25c-35c-50c-60, 7 days. **Gross:** $8,500. (Average, $8,000).

"A HOLY TERROR" (Fox)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"THE MIRACLE WOMAN" (Columbia)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. **Gross:** $13,000. (Average, $13,000.)

"A FREE SOUL" (M-G-M)
STRAND—(1,406), 25c-35c-50c-60c, 7 days (2nd week). **Gross:** $6,500. (Average, $6,500.)

"BROADMINDED" (F. M.)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $9,000.

"ANNABELLE'S AFFAIRS" (Fox)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. Fanchon Marco Idea. **Gross:** $13,000. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

$17,000 High For "Girl" in "Casey" Stand

Total $54,500 for 5 Theatres

KANSAS CITY—"The Good Bad Girl" was the leader here last week, grabbing off $17,000 at the Mainstreet. The Midland with "The Man in Possession" was good for $16,500, which was two G's above average. Other houses were off.

Estimated takings for the week ending July 25 and year-round weekly averages:

"THE GOOD BAD GIRL" (Col.)
MAINSTREET—(3,067), 25c-60c, 7 days Vaude. **Gross:** $17,000, (Average, $15,000.)

"MAN IN POSSESSION" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $16,500. (Average, $14,500.)

"THE SECRET CALL" (Para.)
NEWMAN—(2,000), 25c-50c, 7 days. Gross: $10,000. (Average, $12,500.)

FORBIDDEN ADVENTURE" (Para.)
LIBERTY—(1,200), 25c-50c, 7 days. **Gross:** $5,500. (Average, $6,500.)

"UP FOR MURDER" (Univ.)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $5,500. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Award Names Out

HOLLYWOOD—When the Academy of M. P. Arts and Sciences ballots for its annual awards this year the names of directors, cameramen, sound technicians and art directors will not be voted, but the particular accomplishment with which they have been identified instead. The individuals' names will be identified later.

Toronto in a Spurt; Not Up To Mark Yet

Total $59,400 for 5 Theatres

TORONTO—Rain at regular intervals and lower temperature during the week, coupled with more popular attractions, brought better business to most of the Toronto houses.

The Imperial had a good combination in "Women Love Once" on the screen and Willie Solar, comedian, in the stage show, the result being $15,000, or only $1,000 under par. Practically the same situation was found at Shea's where "Annabelle's Affairs" and a sparkling Harry Delmar Revue on the stage accounted for $11,800, a fair jump from the previous weeks. Loew's braced a bit to $12,500 on "Five and Ten" but something has to be done about the cooling system there to compete with the refrigerated theatres. "The Night Angel" at the Tivoli was branded as another "Blue Angel" by the reviewers and Nancy Carroll isn't so hot here anyway, the outcome being a fair $11,400.

The Uptown tapered off to $8,700 with "Up for Murder," which is the lowest yet for this theatre. All of the theatres took a rap on the chin on Tuesday night when roughly 150,000 people went to Sunnyside Beach to see the burning of an old lake boat.

Estimated takings for the week ending July 24 and year-round averages:

"WOMEN LOVE ONCE" (Para.)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days.. Publix stage show. **Gross:** $15,000. (Average, $16,000.)

"FIVE AND TEN" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75. 6 days. **Gross:** $12,500. (Average, $15,000.)

"ANNABELLE'S AFFAIRS" (Fox)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Harry Delmar's Revue. **Gross:** $11,800. (Average, $13,000.)

"THE NIGHT ANGEL" (Para.)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $11,400 (Average, $12,500.)

"UP FOR MURDER" (Univ.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $8,700. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Ottawa First Runs All End Up Under Par

Total $13,250 for 4 Theatres

OTTAWA—There was only one theatre here that made a fair showing during the past week—the Centre with "Tailor-Made Man." Even this was below the average line with a gross of $4,100 for the six days. The Regent grossed more at $4,600 on "Young Donovan's Kid" but this was still further below the year's average.

A fairly bright spot was the Imperial with "Annabelle's Affairs" which attracted the women folks to the tune of $2,600 but this was also

(Continued on page 5)

"Gigolo" with Stage Show, Is Montreal High

Total $19,800 for 6 Theatres

MONTREAL—Business came back with a bang at Loew's last week when Manager J. C. Adams put over a real b. o. scoop with personal appearances of Pauline Garon, native of Montreal. Pauline was presented with the key to the city by the mayor, supervised a "Garon Resemblance Contest" at the theatre, was generously interviewed and made the rounds of the town. On the bill was "Just a Gigolo" which was just enough to insure that crowds would come, not to mention five acts of vaudeville for good measure. It was a real comeback with $13,800, or $800 above the year's average.

The Palace did fairly well, too, with "Night Angel" at $11,500. Montreal likes this type of film. On the other hand, the bust of the week was "Kiki" at the Princess where the draw was $8,400, which was $4,600 under average. What proved to be a fairly interesting mixture was the double at the Capitol comprising "Sweepstakes" and "Speckled Band," the latter a British detective picture. The take was $9,500, hardly enough.

Estimated takings for the week ending July 24 and year-round averages:

"SWEEPSTAKES" (RKO-Pathe) and "SPECKLED BAND" (British)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $9,500. (Average, $12,500.)

"MY PAST" (Warners) and "DESERT VENGEANCE" (Col.)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,400. (Average, $5,100.)

"JUST A GIGOLO" (M-G-M)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Pauline Garon in personal appearances and five acts. **Gross:** $13,800. (Average, $13,000.)

"THE NIGHT ANGEL" (Para.)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $11,500. (Average, $14,000.)

"KIKI" (U. A.)
PRINCESS—(2,272), 25c35c-40c-50c-60c-65c, 7 days. **Gross:** $8,400. (Average, $13,000.)

"50 MILLION FRENCHMEN" (Warners) and "THE FLOOD" (Col.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,200. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Writer Demands In

HOLLYWOOD — B. P. Schulberg, chairman of the producers' committee of the Academy of Arts and Sciences which will discuss writers' demands with the writers has in his hands the latters' proposals.

"BUY RIGHT—BUT BUY NOW"

Roy Disney on Coast

HOLLYWOOD—Roy O. Disney, general manager for Walt Disney, has returned from an extended trip to New York, and will spend the summer at the studios.

"BUY RIGHT—BUT BUY NOW"

Mystery Offers Tie-up

First Division Pictures is tying up exploitation of "Should a Doctor Tell" with the mystery death at Long Beach of Starr Faithfull.

"BUY RIGHT—BUT BUY NOW"

Reopen Thursday

ALBANY—The Strand, entirely redecorated, reopens Thursday.

Novarro Film Balto's High With $19,500

Total $62,690 for 7 Theatres

BALTIMORE—Box-offices showed a material increase over the previous week's lows in most instances with Loew's Stanley topping the list at $19,500, or $2,000 above normal with "Son of India," in which Ramon Novarro proved a fine drawing card.

Weather element—hot and humid—attempted to curtail business but thunder showers helped cool the city and night business came along as well as the matiness after Wednesday.

"Forbidden Adventure" proved a draw at Keith's with the receipts going $1,140 above average; "The Black Camel," was enjoyed by New audiences and business was only $500 under average; "The Great Lover," with a stage show at Loew's Century, did about $1,000 under average and the weak sister on the list was "Six Cylinder Love," at Warner's Met.

Estimated takings for week ending July 23 and year-round averages:

Week Ending July 24

"FORBIDDEN ADVENTURE" (Para.)
KEITH'S—(2,500), 25c-50c, 6 days plus Sunday midnight showing. **Gross:** $6,640. (Average, $5,500.)

Week Ending July 25.

"THE GREAT LOVER" (M-G-M)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, "Exit Smiling," orchestra. **Gross:** $18,000. (Average, $19,000.)

"MAN IN POSSESSION" (M-G-M)
(Shown uptown after one week downtown at the Stanley.)
LOEW'S PARKWAY—(987), 15c-35c, a days. **Gross:** $4,100. (Average, $3,500.)

"SON OF INDIA" (M-G-M)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $19,500. (Average, $17,500.)

"MAN IN POSSESSION" (M-G-M)
(Shown downtown after one week at the Stanley, also dowtown)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,850. (Average, $2,800.)

"THE BLACK CAMEL" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $7,500. (Average, $8,000.)

"6 CYLINDER LOVE" (Fox)
WARNER'S METROPOLITAN—(1,300), 6 days. **Gross,** $3,600. (Average, $4,500.)

"BUY RIGHT—BUT BUY NOW"

Ottawa First Runs All End Up Under Par

(*Continued from page* 4)

quite a bit off in comparison with average. Keith's Theatre, largest house in town, continued closed for renovation but even this fact did not make much difference, Ottawa being recorded as the hottest place in Canada at least twice during the week. The fans stuck to the open.

Estimated takings for the week ending July 24 and year-round averages:

"WOMAN HUNGRY" (F. N.)
AVALON—(990), 15c-25c-35c- 3 days. **Gross:** $1,050. (Average, $1,300.)

"ALWAYS GOODBYE" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $900. (Average, $1,300.)

"TAILOR-MADE MAN" (M-G-M)
CENTRE—(1,142), 15c-25c-35c-60c, * days. **Gross:** $4,100. (Average, $4,600.)

"ANNABELLE'S AFFAIRS" (Fox)
IMPERIAL—(1,091), 10¾25c-35c-50c, 6 days. **Gross:** $2,600. (Average, $3,000.)

"YOUNG DONOVAN'S KID" (Radio)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $4,600. (Average, $5,400.)

"Enemy" Off To Smashing Chi Business

Total $160,540 for 8 Theatres

CHICAGO—Weather was cooler and business was better with the Chicago and State-Lake staging a comeback. "Politics" was excellent in eight days at the Chicago and the picture was moved to the Roosevelt for a run. "The Miracle Woman" is continuing at the State-Lake. The Palace had a nice week thanks to Fifi D'Orsay on the stage.

"A Free Soul" rounded out its fourth week and was replaced by "The Public Enemy," which censors have been holding up for three months. The latter got off to an excellent start at $17,000 for three days. "The Smiling Lieutenant" will finish a fourth week at the United Artists.

Estimated takings for the week ending July 22 and year-round weekly average:

"POLITICS" (M-G-M)
CHICAGO—(4,000), 35c-50c-75c-85c, 8 days. Publix stage unit, orchestra, James Hall. **Gross:** $48,600. (Average, $46,000.)

"A FREE SOUL" M(G-M)
McVICKERS—(2,284), 35c-50c-75c-85c, 4th week. **Gross:** $11,250. (Average, $28,500.)

Week Ending July 24

"QUICK MILLIONS" (Fox)
CASTLE—(299), 40c-60c. **Gross:** $4,070. (Average, $3,200.)

"THE SECRET CALL" (Para.)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage unit, orchestra, organ. Gross: $21,625. (Average, $36,500.)

"THE VIKING" (Ind.)
ROOSEVELT — (1,591), 35c-50c-75c-85c, 2nd week, final 8 days. **Gross:** $11,800. (Average, $23,200.)

"THE MIRACLE WOMAN" (Col.)
STATE-LAKE — (2,776), 35c-50c-75c-85c. **Gross:** $23,470. (Average, $30,200.)

"THE SMILING LIEUTENANT" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 3d week. **Gross:** $14,975. (Average, $24,600.)

Week Ending July 25

"ARIZONA" (Col.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville, with Fifi D'Orsay, orchestra. **Gross:** $24,750. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

Meyer Going to Coast On Expansion Plan

Meyer-Rieger, new trailer firm, will open district offices in Chicago and Los Angeles under its plan to divide the country into three zones as exclusively reported by MOTION PICTURE DAILY.

Louis Meyer is to go to the Coast in connection with the firm's plans. He will be gone about a month. He also plans a survey of exhibitor opinion on trailers.

"BUY RIGHT—BUT BUY NOW"

Form Publiicty Firm

Associated Public Relations Guild, Inc., has been formed to handle publicity for screen, stage and radio stars. Harold E. Tillotson, recently with Paramount and Theatre Service Corp., is in charge. Offices have been opened in New York and London.

"BUY RIGHT—BUT BUY NOW"

Health Film Showings

Motion picture showings in city parks during the summer is planned by the New York Tuberculosis and Health Association in cooperation with the Department of Health. Films on health only will be shown.

"BUY NOW" SALES

(*Continued from page* 1)

Fla.; Strand, Bartow, Fla.; Lincoln, Atlanta; Ritz and New Rialto, Knoxville; Jabalex and Princess, La Grange, Ga.; Crescent, Dade City, Fla.; Belle and Capitol, Gadsden, Ala.; Princess, Haleyville, Ala.; Princess, Shelbyville, Tenn.; Ritz, Tifton, Ga.; Palace, Valdosta, Ga.; Patio, St. Petersburg, Fla.; Cameo and Strand, Atlanta; Pekin, Montgomery, Ala.; Majestic, Nashville, Ga.; Gay, Newport, Tenn.; Palace, Sevierville, Tenn.; Seminole, Homestead, Florida; Hollywood, Hollywood, Fla.; Decatur, Bainbridge, Ga.; Blakely, Blakely, Ga.; Victory, Cairo, Ga.; Olive, Donaldsonville, Ga.; Strand, Dothan, Ala.; Dixie, Pelham, Ga.; Strand, Winder, Ga.; Albany and Liberty, Albany, Ga.; Ponce de Leon, Atlanta; Haven, Canton, Ga.; Doradelle, Copperhill, Tenn.; Palace, Lafayette, Ga.; Majestic, Atlanta; Ritz, Alabama City, Ala.; Capitol, Clarksville, Tenn.; Princess, Cleveland, Tenn.; Princess, Gadsden, Ala.; Avalon, Avon Park, Fla.; Circle, Sebring, Fla.; Vivian, Lacoochee, Fla.; Temple, Perry, Fla.; Gem, Knoxville; Ritz, Jacksonville; Lee, Cuthbert, Ga.; Lee, Dawson, Ga.; Princess, Enterprise, Ala.; Lee, Eufaula, Ala.; Princess, Greenville, Tenn.; Jefferson, Jefferson City, Tenn.; Novelty, La Follette, Tenn.; Grand, Lenoir City, Tenn.; Lyric, Loudon, Tenn.; Gay, Sweetwater, Tenn.; Star, Toccoa, Ga.; Lyric, Stuart, Fla.; Seventh Ave., Miami; Vero, Vero Beach, Fla.; Strand, Lakeland, Fla.; Liberty, Atlanta, Ga.; Appling, Baxley, Ga.; Manavista, Chipley-Bonifay, Fla.; Rivoli, Douglas, Ga.; Moultrie, Moultrie, Ga.; Savannah, Savannah, Ga.; Royal, Sampson, Ala.; East Co., Daytona Beach, Fla.; Arcade, Kissimmee, Fla.

The entire Sparks circuit has also gone Monogram. Theatres included are these:

Imperial, Jacksonville; Alcazar, St. Petersburg; Beacham, Orlando; Jefferson, St. Augustine; Florida, Gainesville; Milane, Sanford; Dixie, Ocala; Arcade, Ft. Myers; Sunset, Ft. Lauderdale; Sunrise, Ft. Pierce; Palace, Bradenton; Edwards, Sarasota; Capitol, Clearwater; Star, Arcadia; Howell, Palatka; Dolka, Leland; Capitol, Plant City; Broadway Grand, Winter Park; Casino, Ybor City; Sparks, West Tampa; Sparks, Palmetta, Ritz, Tallahassee.

Universal has closed with Glen W. Dickinson for next year's Universal features and short product over the Kansas and Missouri circuit houses.

The houses include:

Bijou and Seelye, Abilene, Kans., Empire and Strand, Chillicothe, Kans., Dickinson, Fayette; State and Dickinson, Garden City; Dickinson, Hiawatha; Booth and Beldorf, Electric and Dickinson, Independence; Dickinson and Colonial, Horton; City, Uptown and Cozy, Junction City; Dickinson, Varsity and Orpheum, Lawrence; Dickinson and Wareham, Manhattan; Dickinson and Valencia, Macon, Mo.; Dickinson, Marceline, Mo.; Dickinson and Neodesha, Kan.; Dickinson, Odessa, Mo.; Dickinson, Osawatomie; Uptown, Parsons, Kan.; Bijou, Kansas City; Empire and Strand, Beloit, Kan.; Dickinson, Osage City; Dickinson, Paola; Dickinson, Slater; Dickinson, Smith Center and Dickinson, Trenton, Mo.

RKO Pathe's Rooster crowed yesterday about these deals on the 1931-32 product:

Massachusetts

BOSTON—Salesman Frank Ross has negotiated contracts with the Phil Smith Circuit for features, westerns, comedies and shorts. The towns are: Hudson, Reading, Franklin, So. Boston, Weymouth, Methuen and Ipswich, Mass., and E. Greenwich, Rhode Island.

Mel Ames sold all product to these three situations: the Richmond, North Adams; Academy at Southampton and the Suffolk, Holyoke.

Branch Manager Ross Cropper closed the Academy, Fall River, on features and shorts.

Pennsylvania

PHILADELPHIA—Robert Mochrie has closed a deal for four houses in Ocean City, N. J., on features and shorts. Theatres are: the Morlyn, Showboat, Strand and Daugherty's.

PITTSBURGH—Salesman George Collins has sold features, comedies and shorts to Menlo Theatres, Charleroi, Pa. Harry Price closed the Emporium at Emporium, Pa., on all product. Salesman Elder placed features in the Grand, Elkins, Pa.

Vaude, "Kiki" Garner Cincy High: $24,232

Total $71,990 for 7 Theatres

CINCINNATI—The collective returns for last week practically equalled the total average. The breakdown of figures gave the individual houses four plus and four minus signs in their averages. However, everything considered, business can be said to be on the up-and-up for midsummer.

Again RKO Albee came out on top of the heap with "Kiki" on the screen, and Nick Lucas with four other acts supplying the vaudeville. The box-office jingle was to the tune of $24,-232, which exceeded the house average by $2,322. The excessive hot weather was interrupted by severe storms on three or four successive days. These invariably broke during the late afternoon or early evening and undoubtedly slowed up the night attendance to a more or less extent.

Estimated takings for the week ending July 24 and year-round averages:

"MANY A SLIP" (Univ.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,000. (Average, $4,500.)

"KIKI" (U. A.)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaude. headed by Nick Lucas in person. **Gross:** $24,232. (Average, $22,000.)

"MALTESE FALCON" (Warners)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $11,867. (Average, $13,000.)

"A FREE SOUL" (M-G-M)
RKO FAMILY—(1,140), second run, 20c-25c-35c, 4 days. **Gross:** $2,656. (Average, $1,950.)

"I TAKE THIS WOMAN" (Para.)
RKO FAMILY—(1,140), second run. 20c-25c-35c-, 3 days. **Gross:** $1,430. (Average, $1,050.)

"ANNABELLE'S AFFAIRS (Fox)
RKO LYRIC—(1,400, 30c-50c, 7 days plus Saturday midnight show. **Gross:** $10,595. (Average, $12,000.)

"SMART MONEY" (Warners)
RKO PALACE—(2,700), 30c-50c, 7 days, plus Saturday midnight show. **Gross:** $12,-665. (Average, $14,000.)

"NEVER TWAIN SHALL MEET" (M-G-M)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,455. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

Col. Still Leads 'Em

Columbia beat National Theatres by a score of five to four at the Catholic Protectory last Saturday. Erpi trimmed RKO Pathe getting five runs to the opposing team's three.

The league standing as of Saturday, July 25, follows:

	W	L	Pct.
Columbia	9	0	1000
RKO	7	0	1000
Erpi	7	3	700
Warner	4	2	666
Fox	2	5	285
RKO Pathe	2	7	222
National Theatres	2	8	200
RCA Photophone	0	8	000

"BUY RIGHT—BUT BUY NOW"

Appear with Film

Eddie Dowling and Ray Dooley will appear together at the New York Paramount starting Friday in connection with "Honeymoon Lane."

"BUY RIGHT—BUT BUY NOW"

Under Same Roof

M. Whitmark & Sons and Remick Music Corp. will be in the same building when the latter moves to the Hollywood Theatre Building on Broadway September 1.

Nine Units in Offing Under Selznick Plan

(Continued from page 1)

The trip concerns financing and releasing arrangements.

"We are out to lick overhead," David Selznick told MOTION PICTURE DAILY. "We are going to produce in Hollywood, but we are not ambitious enough to annex our own studio. We will hire space as, if, and when required."

Selznick says he does not propose to tie himself up with any one distributor. Thus, the Milestone pictures will go through one company and the other series through other distributors.

Wanger and Selznick Go Into a Huddle

(Continued from page 1)

spent several hours together in the morning and several more last night. The fact that Wanger and the Directors' Guild idea included a series from Lewis Milestone, now affiliated with Selznick, lead to speculation yesterday as to whether or not Wanger and Selznick will find themselves linked together in the same production venture.

"BUY RIGHT—BUT BUY NOW"

Prosecution Is Welcomed by F. P.

(Continued from page 1)

have been advised by counsel they have not been guilty of any offense against patrons of their theatres or owners of competitive theatres," he said. Personally, I would be pleased to answer any charges laid under any act of Parliament if only to clear the record of the present management.

"Discrimination against certain theatre owners as alleged simply means owner of large theatre pays considerable premium for right to present picture for period varying from days to months in advance of competitive theatre owners in a given neighborhood. Protection is a universal practice recognized in all countries. Anyone who outbids us gets the picture."

Discussing British films Bickell declared that the test of pictures is not their origin but earning power and no quota law could override the public's judgment of the value of a picture.

"BUY RIGHT—BUT BUY NOW"

Stromberg Signs New 2-Year M-G-M Pact

HOLLYWOOD—Hunt Stromberg, supervisor, has been given a new contract by M-G-M. It's for two years retroactive July 10.

In addition the company has signed Julian Josephson to "create and write" "Under the Lilacs." Bess Meredyth, writer, has been signed to a one year contract.

"BUY RIGHT—BUT BUY NOW"

Wolf Buys Series

DALLAS—Al Wolf has bought the Richard Talmadge series for the Dallas territory.

Machat Plans Links in The Middle West

(Continued from page 1)

Wynne Jones, Ufa's American representative, materialize.

Theatres will be constructed immediately in Cincinnatti, Cleveland, Detroit, Milwaukee and St. Louis. Machat's Cinema Art-guild Theatre in Chicago will also be a unit in the midwestern community circuit, which has just closed its deal for 15 Ufa pictures. The theatres will cater primarily to German patronage, and additional houses may be erected later in other midwestern cities of large German population. The arrangements will definitely supplant any plans for the organization of a Ufa-owned circuit, at least in the midwest.

A unique plan of financing will be attempted, with directors of the circuit hoping to obtain 50 per cent of the required capital through the sale of investment securities in the circuit to their prospective German patronage. The balance of the financing will be done by the group of Chicago architects and builders who are sponsoring the plan. Their identities are being closely held until the deal is consummated. The capital, however, will be entirely from sources outside the industry.

The theatres will be of an ultra-modernistic trend introduced in Chicago by Machat at the Cinema Art-guild Theatre and the Punch & Judy. All furnishings will be in keeping with the architectural designs, and equipment concerns are already at work on new conceptions in seats, lighting fixtures, furnishings and other equipment.

The theatres will be of the intimate, community type of 300 to 400 seats. Instead of a lounge service of coffee and cigarettes, the theatres will offer beer, pretzels and other refreshments native to their expected patronage.

Booking deals are also pending with Tobis and other foreign producers, and suitable American product will also be used, according to Machat, who is to have the active operation direction of the circuit, with Chicago as headquarters.

"BUY RIGHT—BUT BUY NOW"

To Build Unit Shows For Warner Time

(Continued from page 1)

August 28, and at the Mastbaum, in Philadelphia, on September 4. Each house will have a producing head of its own who will balance and stage his programs. Joe E. Brown is the first star to be engaged for the Stanley in Jersey City.

"BUY RIGHT—BUT BUY NOW"

"Vanishing Legion" Big

BOSTON—"The Vanishing Legion," Mascot serial, playing at the Metropolitan, has broken all precedents by having been booked for a full week at the city's largest house. It's being shown twice daily. The Paramount in dating the serial inaugurates chapter films in that house, according to Herman Rifkin of Hollywood Pictures.

Purely Personal

H. G. KNOX, Dr. Don Mac Kenzie, A. P. Hill, F. P. Morgan, J. P. Maxfield, S. K. Wolf and F. L. Hopper, all of Erpi, have turned author and have contributed to "Recording Sound for Motion Pictures," a new tome edited by Lester Cowan of the Academy of M. P. Arts and Sciences.

VAL LEWTON and Herbert Kerkow (a well-known cartoonist in disguise) are working on "Speak For Yourself, John," their second collaboration, which will be completed about Aug. 1. They are the authors of "The Star Fateful Murder."

J. F. CLEMENGER, signed recently as narrator and writer of dialogue for the Educational-Lyman H. Howe's Hodge Podge Series, is now recording dialogue for three new Hodge Podges.

HERMAN ZOHBEL headed the list of RKO executives who made the week-end cruise of the *Leviathan* to Nova Scotia. Milton Schwartzwald, Nate Blumberg and Mark Luescher were among those on the voyage.

SONIA SCHULBERG, daughter of B. P., arrives on the Coast today after a trip to Europe. She had tea with the Prince of Wales while in England, if it means anything to you.

JACK C. PERLEY, formerly Paramount New Jersey booker, has been promoted to salesman for the same territory. Bernie Brooks, last Brooklyn exchange booker, succeeds.

AL YOUNG, chief laboratory worker of Du-Art Film Laboratories, is spending his vacation supervising processing at the firm's new Toronto plant.

JACK MEREDITH, former advertising and publicity director for Saenger Theatres, now headquartering in New York, recently paid a visit to his former home town.

JACK ELLIS, RKO New York branch manager, has inaugurated his first date drive since taking over the helm at that exchange.

DON CLARKE has already sold 40,000 copies of his next book, "Young and Healthy," which will be published Sept. 1.

JOE NOLAN, secretary of Radio Pictures, is reciting his prowess as a fisherman to associates at the home office.

C. F. CHANDLER has left for California to make his home on his lemon ranch. He does not propose to step out of the picture business.

SID WOLF is going in for swimming in the Park Central pool in a big way.

LOTHAR MENDES is en route to the Coast. He didn't think much of New York in July.

LILLIAN GISH returns to New York on the *Ile de France* today.

CLEVE ADAMS spent the week-end at Rye beach with the family.

S. PRICE of Erpi is now boastful father of a baby son.

J. M. NORMANLY left last night for three weeks in the Maine woods.

Keep Theatres Wobber Says To Circuits

(Continued from page 1)

bring prosperity back to the theatre before other business groups can get back to normal.

Complaint of production waste can be matched with proof of theatre extravagance in overseating, building cost and luxurious equipment, Wobber asserts.

Circuit owners must show interest in community problems and make resident manager jobs permanent, he asserts. Zoning changes will be governed by local conditions such as shifting populations and new theatres.

Musicals Important

Musicals properly treated and not released too frequently will be an important factor in the future, Wobber believes. A mixed menu of comedy and sophisticated sentimental and musical productions will bring back the public to the theatre, he says. Unit productions made by independents will get a market, he believes.

Wobber says he has no sympathy with croakers in or out of the industry who cry about production waste. He says it probably is true that great sums could have been saved if certain productions had not been undertaken but adds that the industry has made progress with every mistake and learned what to avoid.

Exhibitors make as many mistakes as producers and some of them more lasting, he continues. Pictures are not alone in costly, oversized plants. Banks have too many branches and steel plants never were built to operate at 40 per cent of their capacity.

There is just as much intelligence directing the picture industry as any other line, Wobber asserts. The industry, he says, has men of financial daring and courage, of resourcefulness and imagination who led the business from comparative obscurity to its present high rank in less than 25 years and the future is safe in their hands.

Wobber believes that exhibitors have suffered less proportionately than any other class and that prosperity will come to the theatre ahead of other industries.

"We must have good pictures as poor ones will drive theatre results even lower," asserts Wobber. "The sale of amusement like the sale of any other commodity depends upon quality of product."

Most of the circuits with which he is familiar are making money, says Wobber, and can continue with properties now being operated even if any occasional house has to be discarded.

There always will be changes in protection and zoning due to new houses, new policies and new admission prices. There never has been a day and date release date in western cities and there is no chance of such a plan in future except in cities of great population or covering unusually large areas, says Wobber.

"BUY RIGHT—BUT BUY NOW"

Fox Signs Three

HOLLYWOOD—Contracts have been awarded to Howard Emmett Rogers and Dimitri Ostrov, authors, and George Haddon, technical and art director by Fox.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 50 NEW YORK, WEDNESDAY, JULY 29, 1931 TEN CENTS

Warners See Plot in St. Louis Suits

Koplar Charged with Instigating Actions

ST. LOUIS—With Warners contending that the actions are to force them to pay an excessive price for minority stock held by complainants in Skouras Brothers Enterprises and the St. Louis Amusement Co., hearing in the action against the latter is to be resumed today.

On Monday testimony was taken in the suit against Skouras Enterprises with Harry Koplar, former business associate of the Skouras Brothers, as chief witness for the plaintiffs.

Warners charge that Koplar instigated the suits and says there is no ground for them, asserting the com-

(Continued on page 7)

"BUY RIGHT—BUT BUY NOW"

Stanwyck Film Goes on the Shelf

HOLLYWOOD—Harry Cohn is going through to the bitter end. He has ordered "Forbidden," uncompleted Barbara Stanwyck film, to be shelved and has assigned Frank Capra the direction of "Gallagher," a newspaper story. Cohn asserts Miss Stanwyck, who he says demanded a 250 per cent salary increase, has three more to make for Columbia and that she will make those pictures before going to any other studio.

The player, in the interim, will probably go East shortly with her husband, Frank Fay who says he is considering stage offers.

"BUY RIGHT—BUT BUY NOW"

Para. to Net $300,000 From Booking Deal

Another booking deal which runs into the hundred of thousands has been closed by Paramount with signing of contracts with Sam Cocalis of the Cocalis-Springer circuit. The deal, covering 30 theatres in Greater New York, will net the distributing firm about $300,000 for the entire new season's line-up.

"BUY RIGHT—BUT BUY NOW"

All Quiet on the "U" Front; Hobart Back

HOLLYWOOD — Everything is rosy now between Rose Hobart and Carl Laemmle, Jr. Their mutual troubles are over which means Miss Hobart returns to the Universal lot. First under the peace arrangement will be "Heart and Hand."

First Runs Show Increase; $1,992,433 for 164 Houses

First run grosses, in the aggregate, showed a slight gain for the week ending last Thursday and Friday, as compared with the preceding seven day period. Based on box-office reports appearing in MOTION PICTURE DAILY, 164 theatres in 28 cities last week collected $1,992,433 from the public. The total was $1,889,523 the week before and $1,987,789 the week prior to that.

As a matter of fact, current returns, although representing a fractional gain in dollars and cents, indicate theatre business is better in view of the fact that theatres reporting were 164 as against 166 the week before. The most notable increase is shown by 11 New York theatres whose bulk intake was $315,603, as against $264,743 last week or an increase of $50,860.

Last week's figures by cities follow:

City	No. Theatres	Gross	City	No. Theatres	Gross
Albany	4	$21,360	Minneapolis	5	$37,800
Baltimore	7	62,690	Montreal	6	49,800
Boston	8	149,500	Milwaukee	6	49,000
Buffalo	5	79,600	New York City	11	315,603
Charlotte	2	18,000	Oklahoma City	4	25,200
Chicago	8	160,540	Omaha	4	28,950
Cincinnati	7	71,990	Ottawa	4	13,250
Cleveland	7	77,500	Philadelphia	8	121,000
Denver	5	49,000	Portland	5	42,200
Des Moines	3	25,200	Providence	5	49,200
Houston	4	25,500	San Francisco	9	150,000
Indianapolis	5	38,150	Seattle	5	41,500
Kansas City	5	54,500	St. Paul	4	31,500
Los Angeles	13	144,500	Toronto	5	59,400

Arbuckle to Make Screen Return Try

HOLLYWOOD—Roscoe (Fatty) Arbuckle is coming back to the screen as a comedy star. With the approval of Earle Hammons, Educational president, the picture will be made on that company's lot.

Under the plan, the picture is to be made in two versions, one with Arbuckle starred and one with some other comedian. The choice of Arbuckle will be left squarely up to the exhibitor. Arbuckle will direct the version in which he is not starred and possibly the other as well.

Bring Your Own Cot Is Omaha Gag

OMAHA—Paramount has gone "flop house" for the benefit of local hay feverites.

Both ace houses of the chain, Paramount and World, are offered as free refrigerated sleeping quarters on alternate nights to sufferers of the malady. Idea belongs to Evert R. Cummings, divisional manager and a hay feverite of long standing.

Relief from insomnia is anyone's in this town, providing he brings his own cot. Balconies are reserved for

(Continued on page 7)

"BUY NOW" SALES

ATLANTA—The Arthur C. Bromberg Attractions of this city have closed the third series of 12 Big 4 westerns in fifteen towns, as follows: Jacksonville, Daytona Beach and Chipley, Fla.; Moultrie, Atlanta, Douglas and Savannah, Ga.; Samson, Ala.; Crest Falls and Greenville, S. C.: China Grove, N. C.; Kingsport, Tenn. and Plaquemine, Marreri and New Orleans, La.

BALTIMORE—Frank H. Durkee, president of a circuit which operates 16 theatres in Maryland, has enlisted in the "Buy Right—But Buy Now" movement by closing contracts with

(Continued on page 7)

U. A. Continues Building Plan With Deal Up

Houses May Be Turned Over to Fox West Coast

While United Artists and Fox West Coast are negotiating a deal under terms of which the latter firm will take over operation of the proposed U. A. theatres in Far Western states, U. A. is going ahead with its building plans.

The present plans embrace a number of Coast cities with one house, in San Francisco, already in operation. A theatre at Richmond, Cal., is under way and plans have been completed for a house at Vallejo. A number of other cities of the state, as well as adjoining states were to be embraced in the program mapped by U. A.

The proposed turning over of the

(Continued on page 7)

"BUY RIGHT—BUT BUY NOW"

Chi House Under State's Protection

CHICAGO—The Clearing Theatre, following the lead of several other Chicago exhibitors, has dismissed its operators and is accepting protection from the state's attorney's office in the event of possible union retaliation. The theatre owner's son, who holds a union "permit" but was never given a theatre assignment by Tom Maloy, union business agent who controls employment assignments of operators in all Chicago theatres, is operator.

The Clearing Theatre figured in the

(Continued on page 7)

"BUY RIGHT—BUT BUY NOW"

Wanger Just Visits And Visits Selznick

Walter Wanger is making no statements. At the same time, he is spending considerable time with David Selznick. Wanger's production ideas coincide with Selznick's, but the former can't do a thing about it until his Paramount contract is either abrogated or again put into operation. The

(Continued on page 7)

"BUY RIGHT—BUT BUY NOW"

Marxes Get $100,000 From Para. for Yarn

HOLLYWOOD—Clever boys, Groucho, Harpo, Zeppo and Chico. The Marx Brothers have completed a story of their own which they are reported to have sold to Paramount for $100,000. That's only part of their playwrighting activities. They expect to turn it over to Sam Harris for stage production as well.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 29, 1931 No. 50

MARTIN QUIGLEY
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Moray Says Showmen Foresee Good Season

"Exhibitors are awaiting the new season with the feeling that it is going to bring back prosperity to the theatre" said Norman H. Moray, Vitaphone sales manager yesterday on his return from a trip through New England in which he visited Boston, Albany, New Haven and other cities.

"I found no bewailing of conditions," said Moray. "Where business has been bad it has been due entirely to the quality of the offerings. With good product in view exhibitors see better times ahead."

While in Schenectady Moray signed contracts with William Shirley by which the latter agrees to take the entire Vitaphone shorts product for the State and Strand for the new season.

"BUY RIGHT—BUT BUY NOW"

Shirk Dies on Coast

HOLLYWOOD—Funeral services are set for Adam Hull Shirk, former publicity chief at the Paramount studio, who died at Hillcrest Sanitarium. He was 50 years old. Years ago, Shirk was editor of the *Dramatic Mirror*. His widow survives.

"BUY RIGHT—BUT BUY NOW"

"Nurse" Got $44,500

"Night Nurse" grossed $44,500 in its sensational week at the Mastbaum, Philadelphia, and not $24,500, as stated due to a typographical error.

"BUY RIGHT—BUT BUY NOW"

Augment Stage Show

Gomez and Winona, featured dancers of the recent "Crazy Quilt," have been added to cast of the new stage show starring Eddie Dowling and Ray Dooley, which opens Friday at the New York Paramount coincidentally with premiere of Dowling's new picture, "Honeymoon Lane."

"BUY RIGHT—BUT BUY NOW"

In "Miracle Man"

HOLLYWOOD — Nancy Carroll will probably play the original Betty Compson role in Paramount's talker remake of "The Miracle Man."

"BUY RIGHT—BUT BUY NOW"

Not Yet Set

HOLLYWOOD — Julian Josephson's deal with M-G-M is not yet set, but is expected to be shortly. He will do the script for "Under the Lilacs."

Purely Personal

WALTER K. HILL, publicity writer, Jack Level, formerly with Pathe's advertising and publicity department, and William Grotz, artist, have been added to the staff of Harvey-Jaedicker Advertising Art Service.

CHARLES REED JONES, who has joined Peerless Productions as advertising and publicity chief, is the author of "The Mystery of Judge La Garde," the second release on the new company's schedule.

RUDY SANDERS, president of the Brooklyn Theatre Owners, says he gets more headaches as head of the local charity fund than he does from operating his two theatres.

GARY COOPER has returned from his European vacation trip and is in New York to start work in "Sal of Singapore" at the Paramount studio.

MOE STREIMER has taken up fishing and spends his week-ends at Sheepshead Bay. He's got a couple of fish stories, if you're interested.

PHIL DUNAS, Joe McConville, M. Montague and George Naylor, Columbia execs, are in New York for sales conferences.

DENNY ROSENZWEISS, New York circuit operator, is touring the west following a visit to his cousin Marcus Laub.

PATSY REIS will get back from her Coast trip next week. She's secretary for Howard Dietz while in New York.

JAY F. BROWNE has been appointed company manager of the "Broken Dolls" Idea for F. and M.

WILLIAM H. RODDY is now company manager of the "Dream House" Idea, a Fanchon and Marco unit.

W. W. DECKER has been appointed company manager of Fanchon and Marco "Vaud Bits" Idea.

JOHN A. BREHANY has been made company manager of "All at Sea," F. and M. stage show unit.

PHIL GOLDSTONE has completed the first three pictures on the new season's Tiffany line-up.

JACK REIS has been appointed assistant manager of the Fox Blenheim.

JOE FISCHER, veteran Warnerite from Singapore, is in New York.

NICK C. WAGNER is now company manager of the "Hot Java" Idea.

LEON ROSENBLATT has been touring Canada for a brief vacation.

"BUY RIGHT—BUT BUY NOW"

Clergy, Clubwomen To See Dowling Film

With women of the Motion Picture Bureau acting as hostesses, the Brooklyn Paramount will feature tomorrow morning at 8:45 A. M., a special preview of "Honeymoon Lane," under sponsorship of the Hays organization. The picture is booked for both Paramounts beginning this Friday. Special invitations have been sent to representative clergy and women's groups, through cooperation of the International Federation of Catholic Alumnae.

Representation from every women's club group in Manhattan and Brooklyn will be in attendance, including the Jewish Federation of Women's Clubs, the D. A. R., Teaching Catholic Sisters of Brooklyn and the Girl Scout Leaders, etc.

Mrs. Rita McGoldrick is handling the event for the Hays organization, in cooperation with Mr. Robert Weitman, managing director of the Paramount.

"BUY RIGHT—BUT BUY NOW"

Would Enjoin Fight Film

Effort is being made by Rudolph Pictures, Inc., to restrain showing of the Pathe News pictures of the Sharkey-Walker fight. A show-cause order has been obtained by Mayer in Supreme Court, New York, claiming he had exclusive film rights.

"BUY RIGHT—BUT BUY NOW"

Dorothy Lee Renews

HOLLYWOOD—Dorothy Lee's contract has been renewed by Radio Pictures, according to an announcement by William Le Baron, vice-president in charge of production.

A Thriller

A FIGHT between two horses; runaway trucks down a mountain road; mystery lurking near and far and loads of suspense.

That's what "The Vanishing Legion," latest of Nat Levine serials, has in its early chapters. Yesterday and despite the heat, we braved a projection room and saw the first two episodes. Our blood ran quicker, but it was the serial not the heat that was responsible for that.

"The Vanishing Legion" has plenty of stuff. We can imagine a house full of kids—and many of their elders, we suspect — going for it hook, line and sinker. We did.

KANN

Freudenberger Heads Meyer-Reiger Sales

W. J. Freudenberger, former sales manager of Advance Trailer Co., and until recently associated with National Screen Service, next Monday officially assumes his new duties as general sales manager for the new trailer service to be offered by Meyer-Reiger.

"BUY RIGHT—BUT BUY NOW"

New Swanson Film Start Postponed

Samuel Goldwyn's picturization of the Belasco play, "Tonight or Never," has been postponed for a week to await the delayed arrival of Gloria Swanson. Miss Swanson is due on a week from Friday (July 7th). She underwent a minor operation in Paris last week, which retarded her departure a few days.

"BUY RIGHT—BUT BUY NOW"

Greenfield-Kutinsky B'klyn Deal Dead

Although confirmed by both parties as set, the deal for merging of Dr. Leon Greenfield's theatres in Brooklyn with Harry Kutinsky's group in the same section has been called off permanently. Dispute over leases caused the break.

"BUY RIGHT—BUT BUY NOW"

Robinson's Next Set

Warners have acquired "Honorable Mr. Wong," based on the play by Achmed Abdullah and David Belasco. The producers plan to film it with Edward G. Robinson in the title role. Belasco was working on this play when illness cut short his career. The story deals with scenes in Chinatown of New York and that of San Francisco.

"BUY RIGHT—BUT BUY NOW"

Hill with Columbia

ST. LOUIS—Clarence D. Hill, former Tiffany manager, has been made manager of the Columbia exchange here.

Stocks Show Gain; Trading Dull

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8⅛	7½	8	+1	1,800
Eastman Kodak	143	140½	142¼	+3¼	1,500
Fox Film "A"	16¼	15⅞	16¼	+ ⅝	1,400
General Theatre Equipment new	3⅞	3¾	3¾	.....	500
Loew's, Inc.	44⅜	44⅛	44⅜	+ ⅝	900
Paramount Publix	23¼	22⅝	23	+ ⅛	5,300
Pathe Exchange	1⅝	1⅝	1⅝	.....	100
Pathe Exchange "A"	6¾	6	6⅝	.....	1,200
RKO	14⅜	14	14⅛	— ⅛	1,900
Warner Bros.	7⅛	6¾	7	+ ⅛	5,100

Advance Also Shown on Curb

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2½	2½	2½	— ⅛	200
General Theatre Equipment pfd	7¼	7¼	7¼	+ ⅛	200
Sentry Safety Control	1	⅞	1	+ ⅛	700
Technicolor	6⅞	6¾	6⅞	+ ⅜	200
Trans Lux	5½	5½	5½	.....	100

Bond List Rallies; P. F. L. Up 2¾

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	31½	29½	29½	—2	18
Loew's 6s '41 ex war	98	98	98	.....	1
Paramount Broadway 5½s '51	102⅛	102	102⅛	+ ⅛	3
Paramount F. L. 6s '47	87¾	85½	87¾	+2¾	6
Paramount Publix 5½s, '50	76	73⅛	76	+2	32
Pathe 7s '37 ww	92½	92½	92½	.....	4
Warner Bros. 6s '39 wd	44	42	44	+2	165

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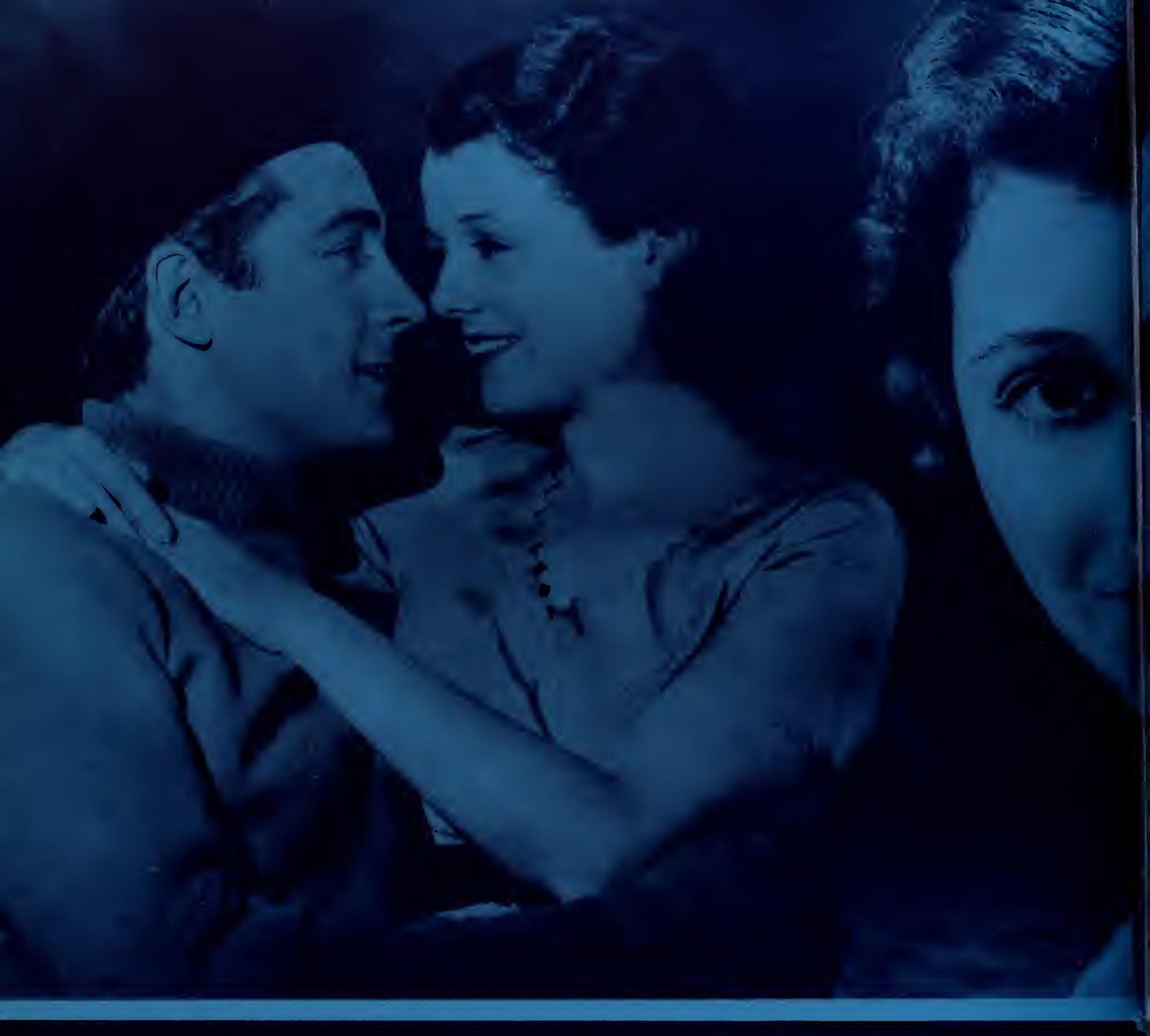
Janet
GAYNOR
Charles
FARRELL
in

Merely Mary Ann

They'll be together again in

DELICIOUS and SALOMY JANE

[*Now Shooting*] [*In Preparation*]







YOUR receipts are sunny side up and your bank roll in 7th heaven when you play GAYNOR and FARRELL.

▪ Here without exception is the greatest money team in the business. ▪

Records are going to crack wide open when MERELY MARY ANN hits the screen. Besides

GAYNOR and FARRELL

you have Beryl Mercer and J. M. Kerrigan in this play by Israel Zangwill, adapted by Jules Furthman and directed by HENRY KING.



A THOUSAND HEART THROBS ROLLED INTO ONE

MERELY MARY ANN, just the romance for Janet and Charlie, the perfect lovers of the screen. ■ Plenty of smiles and tears, sobs and sighs. ■ Radiant youth glorified as two young things hunt happiness. Women and girls will love it. Men will flock to it. It's a thousand heart throbs rolled into one, as they were in "Daddy Long Legs." ■ Henry King, a director whose record is brilliant with success. Nearly a dozen of his pictures have won their way into the big money class. ■ Plan now for twice your usual advertising, three times the usual run and four times your average profits.

It's that big.

NEW SEASON
FOX
NEW HITS

'Common Law' With $35,000 Big on B'way

Total $315,603 for 11 Theatres

It was a busy week at the Mayfair last week. "The Common Law" grossed $35,000, thereby indicating plenty regarding the drawing power of Constance Bennett and giving the theatre its best week in a long, long time.

Up Broadway, "The Smiling Lieutenant" gave the Rivoli a $38,200 week which is real business for these dog days. "Night Nurse" brought back the Strand's business with something of a wallop, the gross on the week reaching $28,480 as compared with $12,934 the week before with "Enemies of the Law."

The Paramount intake clambered from $41,000 the week before last with "The Secret Call" to $52,100 last week with "Murder by the Clock." Over at the Capitol, Bob Montgomery demonstrated his draw with a $60,609 gross, which is $5,000 ahead of the previous week when "Five or Ten" played that house.

Estimated takings for week ending July 23:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 7th week, 7 days. **Gross:** $13,641.

"MAN IN POSSESSION" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show. **Gross:** $60,609.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,899.

"THE COMMON LAW" (RKO Pathe)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $35,000.

"MURDER BY THE CLOCK" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $52,100.

"THE LETTER" (Para.) and "TOM SAWYER" (Para.)
RIALTO—(1,904), 7 days. **Gross:** $5,100.

"SMILING LIEUTENANT" (Para.)
RIVOLI—(2,103), 40c-$1, 7 days. **Gross:** $38,200.

"A HOLY TERROR" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $62,000.

"NIGHT NURSE" (Warners)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $28,480.

"THE FATAL HOUR" (First Division)
WARNERS—(1,490), 35c-75c, 2nd week, 7 days. **Gross:** $4,227.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 5th week, 7 days. **Gross:** $18,347.

"BUY RIGHT—BUT BUY NOW"

Bring Your Own Cot Is New Omaha Gag

(*Continued from page* 1)

women, the main floor for men.

Bedtime is 11:30 p. m. The cooling systems run all night, and attendants are on duty to wake the sleepers at any desired hour. The theatre, in other words, offers all the conveniences of a modern hotel, except breakfast and the morning paper.

First night for the stunt was set at the World. Weather cooled off, however, during the afternoon and only a few took the cool snooze. The next night at the Paramount was better.

Local dailies grabbed the yarn like a double murder and suicide all in one. City editor of one sheet is a hay fever victim himself. Press associations also shot the feature out state.

Warners See Plot in St. Louis Suits

(*Continued from page* 1)

panies are sound financially and are being operated for the benefit of all stockholders.

Erwin Meyer, public accountant, stated in the Skouras case hearing that, under management of the Skouras Brothers in 1928, Skouras Enterprises made big profits but in 1929 under the Warner banner did not do so well while 1930 wasn't profitable at all. He also stated that higher prices were paid for Warner pictures after the change in management took place.

In 1928, counsel sought to show through Meyer, the Ambassador paid $1,750 for certain Warner pictures while in 1930, $4,500 was paid the company for pictures of similar calibre, while the rentals for Warner pictures at the Missouri experienced a similar increase. Koplar testified in effect that when Warners took charge of the St. Louis houses, Spyros Skouras, who then headed Warners' national circuit, stripped the St. Louis organization of its best men, including Reeves Espy, George Skouras, William Goldman, Stuart Barrie, Dave Silverman and others. He also told what he knew of the charge that Warners were dictating to Charles Skouras what pictures were to be played at the Ambassador and Missouri.

A number of letters concerning various pictures that Warners wanted to play the Ambassador because of the higher rentals were introduced and Koplar was questioned concerning conversations he had with Charles Skouras concerning them. Two pictures in question were "Fifty Million Frenchmen" and George Arliss in "The Millionaire."

Koplar testified that Charles Skouras had complained to him of interference from New York in his conduct of the Ambassador and Missouri in St. Louis and houses in Indianapolis, saying that he "couldn't carry water on both shoulders." He also stated that Warners sent Charles Skouras to Oklahoma, Memphis and New Orleans to supervise the remodeling and opening of houses acquired in those cities although Skouras Brothers Enterprises were not interested in them.

The complainants made an attempt to introduce a letter from Sam Katz of Paramount-Publix to Skouras complaining of the results being obtained in St. Louis and Indianapolis, against alleged stripping of the St. Louis organization, and asking that Charley devote his entire time to the theatres. Judge Hogan, however, held this epistle could not be introduced at this time.

The St. Louis Amusement Company's answer to the complaint stated that under the Warner control, despite adverse business conditions, the company has achieved the strongest financial condition of its existence and that the Warner management has been both honest and e..cient. It is also pointed out that the Warners firm has advanced the company $87,000 and has not yet received anything on its investment.

The answer further points out that during the first six months of its fiscal year, which ended on Feb. 28, profit of St. Louis Amusement Company totaled $89,928 and that there is probability that the current six months period, ending on Aug. 31, will also return a substantial profit to the company. It is contended that because of their position in the industry Warners, by their financial support have helped the St. Louis Amusement Company to weather the chaotic conditions which attended the general introduction of talking pictures.

It is stated that at the time the Warners took control, the company was committed to purchase reproducing equipment to the extent of $208,281, a sum it would have found difficult in paying without Warner assistance. It is pointed out that not only has this indebtedness been paid off but $132,000 in bonds have been retired and $28,000 deposited to apply to other bonded indebtedness. All of these steps for the strengthening of the company's financial position having been taken since the Warners assumed control in 1928.

The reply of the Skouras Brothers Enterprises, Inc., is equally as emphatic in denying that the concern has been mismanaged, and it is denied that bonuses were paid to Spyros and Charles Skouras in the purchase of their stock. Touching on the $150,000 bonus which the plaintiffs had charged was paid to Spyros Skouras, the company's answer explains this sum was paid, not as a bonus, but in settlement of a claim growing out of an employment agreement.

The Skouras Super Theatres Company, which operates the Ambassador under a lease from the Skouras Brothers Enterprises, and the Missouri under a lease from Paramount-Publix, named as a co-defendant in the receivership suit asking that it be dismissed from the suit. The plaintiffs had not asked for the appointment of a receiver for the Skouras Super Theatres Company, but the concern was mentioned as a defendant because of its business connection with the Skouras Brothers Enterprises.

"BUY NOW" SALES

(*Continued from page* 1)

J. R. Grainger for the 48 new season Fox features.

Theatres included are:
Fulton, Forest Park, Arcade, Edgewood, Boulevard, Waverly, Baltimore, Linwood, Grand, Patterson, McHenry, Pacy's Garden, Belnord, State, Red Wing all in Baltimore; Circle, Annapolis; State. Havre de Grace.

"The Wilmer and Vincent circuit in Pennsylvania has booked RKO Pathe product, features and shorts for 1931-32," reported Ned E. Depinet yesterday. The following theatres are included in the deal:
State, Colonial and Victoria, Harrisburg; Embassy, Capitol and State, Reading; Rialto, Colonial and State, Allentown.

BOSTON—World Art Pictures of N. E. Inc. have booked the Publix houses in Chicopee, and Roxbury, on Big 4 westerns. Marcel Mekelburg closed the deals.

Jack Ellis of the RKO New York exchange has signed Sol Brill for the showing of RKO pictures in the latter's eight houses, six of which are in Staten Island, and including the Oasis in Brooklyn and the Ritz, Port Jervis

"BUY RIGHT—BUT BUY NOW"

Navy Launches First Photophone Show

PHILADELPHIA — Approximately 1,200 officers and men attached to the Battleship Pennsylvania, flagship of the Atlantic Fleet, in addition to a number of officials from the Navy Department in Washington, headed by Commander Reifsnider of the Bureau of Navigation, last evening attended the inauguration of sound pictures by the Navy Sound Motion Picture Service. The program was presented by RCA Photophone apparatus on the quarter deck of the Pennsylvania, which, for the event, had been converted into an open-air theatre. The installation is the first of 300 to be made aboard navy vessels by RCA Photophone.

"BUY RIGHT—BUT BUY NOW"

Producers, Writers Start Confab Soon

HOLLYWOOD—Producers and writers are expected to hold their first conference this week. The writers' demands are already outlined in writing and are in the hands of B. P. Schulberg who heads the producers' committee of the Academy of M. P. Arts and Sciences which will handle the matter.

U. A. Continues Building Plan With Deal Up

(*Continued from page* 1)

houses to Fox West Coast followed settlement of the row between U. A. and the circuit. This was effected when Al Lichtman closed with the circuit for the new U. A. product.

The tussle between the two firms arose when U. A. members charged in a public statement that its films no longer would play Fox West Coast houses because of alleged unfairness in the matter of rentals. This charge was denied indignantly by Harley C. Clarke, Fox president, who said in effect that the U. A. stars were "hasbecns" and that his company always was prepared to pay fair rentals commensurate with draw.

HOLLYWOOD—Any action in the proposed Fox West Coast-United Artists operation deal will await return of Oscar Oldknow to the city.

"BUY RIGHT—BUT BUY NOW"

Chi House Under State's Protection

(*Continued from page* 1)

state's attorney's presentation of evidence to the grand jury during its investigation of the Chicago Operators' Union. Testimony showed that the owner's son had paid $500 for his operator's "permit" and had never been given work by Maloy.

The Universal exchange projection room closed this week because rentals were not sufficient to pay the two operators required there by the union and leave a sufficient margin of profit for the manager, Henry Eigle. About half of Chicago's exchanges screen their new prints at this projection room, one of the few sound equipped projection rooms available here. Its closing works a serious inconvenience on a number of exchanges and independent distributors whose own quarters are not equipped for sound.

"BUY RIGHT—BUT BUY NOW"

W. B. Studio Cut to Include Entire Lot

HOLLYWOOD — The Warner salary reduction will be extended to employes taken on again for the production boom slated to get under way the first of next week. Asked whether the five-to-twenty-five per cent sliding scale would apply to those who start work on Monday, William Koenig, studio manager, replied:

"They also will be asked to cooperate."

Koenig states the organization is running in skeletonized form now.

All scenarists and writers have been ordered back to their desks by August 1 at which time three Warner and three First Nationals get in work.

"BUY RIGHT—BUT BUY NOW"

Wanger Just Visits And Vists Selznick

(*Continued from page* 1)

latter is considered an extremely remote possibility.

The general impression has been that Wanger's settlement with Paramount was now history, but technical detail, such as the reported transfer of money, is understood to be hanging fire.

WELFORD BEATON, publisher of the HOLLYWOOD FILM SPECTATOR, is famous as a tough, able and honest critic. READ ALL of what he says about:

"AN AMERICAN TRAGEDY"

Von Sternberg has given us another masterpiece, another outstanding example of the artistic heights that screen art can reach . . . He shows us here that he is the only director who completely has mastered that element. He makes a slave of the microphone; he makes it catch voice inflections that apparently were not created to comply with its demands, and we have real talking coming to us from the screen instead of utterances stilted by their regard for the stage manner of speaking.

AN AMERICAN TRAGEDY is a terrific picture . . . It is a story about anyone, dealing only with things . . . that have happened millions of times before and will happen millions of times again, things that are not old and never will be new. It deals with a boy . . . governed by ordinary human impulses, who drifts into indulging them and is engulfed by them. It is a straight reportorial film, pleading for no sympathy, preaching no sermon . . . but presenting an extraordinary succession of events of which the sum total spells tragedy of a wholly impersonal sort.

Von Sternberg makes no effort to express himself. He expresses Dreiser. . . with an authority, a vividness, a compelling power greater than can be found in the pages of his book . . . With stark realism that is the very height of drama, he relates just what happens; and he is indifferent to its reception by us or its effects upon us. And he achieves tremendous box office values.

If we are to have better direction than we have here, I think it will come from von Sternberg. He may excel himself, but I can imagine no one equalling him . . . The court-room sequence, perhaps half the picture, is the outstanding dramatic triumph of the talkie mechanism. Von Sternberg does not create a trial for us. He reports one . . . Here the camera can not function as the chief medium of expression, and for the first time von Sternberg goes completely talkie, and does it with extraordinary brilliance. He keeps us in the court room for perhaps an hour . . . and so adroitly does he cover his lapses of time that when we leave the theatre we feel that we have been at the trial continuously for the many days of its duration.

I have maintained persistently that the screen is talking itself to death — but not with such talking as this. Irving Pichel, district attorney, Charles B. Middleton and Emmett Corrigan, defense attorneys, do not read lines, do not express dialogue writers. They read their mentalities and express themselves. Pichel's address to the jury is a forensic masterpiece, in delivery and context worthy of a permanent place in a record of great orations . . . Here we have a trial that grips us, that keeps us stirred up, that never for a moment permits our attention to wander . . .

Holmes holds our interest because the story is about him. It is a drab, negative sort of part as a weak boy whom fate picks up and destroys, and then, undisturbed, passes on. I don't know any other boy on the screen who could have handled the part with the rare understanding that Holmes displays. Sylvia Sidney gives a performance that is distinguished by sincerity and impressiveness, and Frances Dee is perfect in a part that needs her beauty and the charm of her personality.

The cast is a long one, and there are no weak spots in it.



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VOL. 30. NO. 51 NEW YORK, THURSDAY, JULY 30, 1931 TEN CENTS

Golden State, Fox Invading The Far East

Houses in Japan, P. I., And China Planned

SAN FRANCISCO—Golden State Theatre and Realty Corp., which operates 40 theatres in northern California, will invade the Philippines, Japan and China with theatres, R. A. McNeil, vice president and general manager, stated on his return from a vacation trip to the Orient.

Four theatres will be built at Manila, Philippine Islands; Hong Kong, China, and Kobe and Tokyo, Japan. The Manila project will cost

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

Milestone Tops List In Director Poll

With a poll of 252 votes, Lewis Milestone, director of "All Quiet on the Western Front" and "The Front Page" leads the list of "ten best directors" of the 1930-31 season conducted annually among trade, newspaper and fan paper critics conducted by *The Film Daily*. About 300 critics voted. Others in the group of ten and their votes are: Wesley Ruggles, 179;

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

N. Y. Unions Still Discussing Merger

Negotiations are continuing for merger of the Empire State Operators' Union and Local 306, despite denials, it is understood. Several new angles which have come up have delayed closing of the deal which may now be signed about Aug. 15, it is said. The two unions are competing for Greater New York theatre jobs for their men.

No Get-Together

M-G-M and Warners have failed to get-together on new season product in any situations, because Warners decline to meet the terms sought. In a number of spots, M-G-M is selling away from Warner houses, notably in New Jersey, Cleveland and Pittsburgh.

Columbia or Else, Barbara Must Decide

HOLLYWOOD—It's to be either or else for Barbara Stanwyck, who walked off the lot at Columbia, and indications are that Harry Cohn intends to make it else.

Cohn now is trying to get Helen Hayes for the Stanwyck role in "Forbidden," the picture which was halted when Barbara presented her new salary demands. However, Miss

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

Warners Hit Henley In Suit on Salary

HOLLYWOOD—Warners take some healthy wallops at Hobart Henley in their answer to his suit of $7,000 salary for two weeks as part of an unaccepted eight weeks lay-off. Henley is termed "totally unqualified, incapable and incompetent to act as a motion picture director." At the time the plaintiff entered employment he

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

"Common Law" Show Holdovers a Habit

"The Common Law," RKO Pathe's Constance Bennett starring vehicle, although it started its initial prerelease, run but two weeks ago, has

(*Continued on page* 4)

"PHILLY" AWAITS M-G-M--W.B. TUSSLE

Fla. Solons Reject Tax On Theatres

TAMPA—After 100 days of bickering, which included the regular session of 60 days and two special sessions of 20 days each, the Florida legislature closed without passing the iniquitous theatre admission tax which had been passed by the House.

In the final rush for something to tax, both houses got together and decided to hand it all to the motorist as it is the easiest tax to collect and the motorist haven't any lobby to

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

Night Golf Newest Opposish in Chi

CHICAGO—Miniature golf graduates into long trousers here this week, and if the elongated version of the putter game, which died here this year, proves successful, theatres may again have competition similar to that experienced last year.

"Night golf" is the name ascribed to the latest deformity of the national pastime by its promoters, R. D. Cun-

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

Police May Be Drawn Into Chicago Probe

CHICAGO—Possibility that police and former city hall officials may be drawn into the state's attorney's investigation of the Chicago Motion Picture Operators' Union is voiced at the state's attorney's office.

Prosecutors, in seeking information

(*Continued on page* 8)

Failure to Reach Deal On Product Is Cause— "Crisis" Soon

PHILADELPHIA — With the Paramount fuss all settled and the Paramount product returned to Stanley-Warner houses, the S-W organization are watching more war clouds loom up on the horizon.

Rumors, growing in strength along the local front, state that Metro is ready to kick over the traces and withhold its product from the Stanley chain unless its terms are met on a new contract, terms said to ask for an added percentage. The "crisis" soon will be reached.

With Stanley-Warner holding the lease for one year on Keith's, which held the Paramount pictures during the last year's battle, it is hardly likely that this theatre could be used

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

Figures Cited to Hit W. B. Control

ST. LOUIS—In support of their charges that Skouras Brothers Enterprises, Inc., suffered adversely to the detriment of the minority stockholders after Warner Brothers obtained control of the St. Louis theatres in the Fall of 1928 attorneys for the plaintiffs in the receivership action against the company have introduced in evidence before Circuit Judge Gran-

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW"

Union Enjoined in Linden Picket Case

TRENTON—Vice Chancellor Berry on Tuesday handed down a decision granting Irving Dollinger, owner of the Plaza, Linden, a permanent injunction against the Elizabeth operators' union, which has been picketing

(*Continued on page* 8)

"BUY RIGHT—BUT BUY NOW" SALES

With the Fox circuit signed for RKO's 1931-1932 line-up Radio yesterday closed with the Warner string. The deal is national and covers the approximate 400 houses in the Warner circuit.

Charles Rosenzweig and Jerry Safron represented the distributor and E. A. ("Eddie") Alperson and Clayton Bond, the exhibitor. Radio has a third big circuit deal in work.

"Big Bill" Horwitz, Houston exhibitor, is in town negotiating with Warner-First National officials for product for the Iris, Ritz and Texan.

C. W. Brown is the newest recruit to join the "Buy Right—But Buy Now" campaign. He has signed contracts with J. R. Grainger for the 48 pictures on the new season Fox schedule to be shown in his Imperial, Quimby and Liberty Theatres in Zanesville, O.

The following booking contracts calling for the entire Warners-First National product for the new season coming from exhibitors believing in the slogan, "Buy Right—But Buy Now" were confirmed yesterday:

Arkansas

Hoyt's, Fort Smith, Hoyt & Kirkpatrick,

(*Continued on page* 8)

"Waterloo Bridge"
(Universal)

HOLLYWOOD — Universal's "Waterloo Bridge" is a distinct triumph for Mae Clarke and Kent Douglas and an excellent directorial job by James Whale who made "Journey's End."

From Robert Sherwood's play, it is a story of a girl whom war tossed upon the cold pavements of London and who suddenly finds herself lifted from the mire by the great love of a young soldier home on leave but who dares not take it because of what she has been through. The romance of these two is constantly fraught with tragedy and is beautiful in simple naturalness.

Frederick Kerr, as a testy old British major, provides some thoroughly delightful comedy relief. Others in the cast include Enid Bennett and Doris Lloyd, Benn W. Levey wrote the adaptation and Tom Reed the continuity.

LEO MEEHAN

Looking 'Em Over

"Guilty Hands"
(*M-G-M*)

HOLLYWOOD—The fine acting of Lionel Barrymore and the skillful direction of W. S. VanDyke make the spectator oblivious to some of the plot discrepancies in what, nevertheless, is a powerful and engrossing murder thriller. The picture is necessarily talkative but Van Dyke's action is fast and most diverting. What with Barrymore's rendition and the fact that the dialogue is excellent, this is another instance of talk so well handled that it merges naturally with the action to develop and unfold a dramatic story.

Kay Francis, Madge Evans and Alan Mowbray are convincing and the supporting cast is good. Polly Moran has little to do. The picture was entertaining throughout even in its preview length. It goes over strong in its final editing.

W. A. JOHNSTON.

"BUY RIGHT—BUT BUY NOW"

"Ships of Hate"
(*Monogram*)

Reminiscent of the silent drama, this story of seafaring adventure mixed with diamond smuggling has a quota of action sufficient to satisfy fans who go in for this type of entertainment. The story of the sedentary Captain Lash, ruthless and severe, is depicted by Charles Middleton. Despite his lifeless legs he manages to get about and cause havoc with his motley crew.

Captain Lash and Lloyd Hughes are not on speaking terms and their meeting at a drinking dive on the waterfront only makes matters worse, especially since both are after the same dancer, Dorothy Sebastian. The captain has Hughes brought to his ship through a ruse and after taking a lashing the hero becomes a member of the crew. In a crash at sea, the heroine and her husband are saved by Hughes and again both vie for the girl. The husband is disposed of easily enough, but when the captain gets a bit too bossy, a mutiny ensues, and he is placed in mid-air dangling from the mast top. The drunken mate then goes after the girl and again Hughes bests his enemy.

The yarn ends with Hughes releasing the captain from his bonds and taking off in a tender with the girl. It's the first of the Monogram group and was given a nice reception in a Loew house.

"BUY RIGHT—BUT BUY NOW"

"Dugan of Bad Lands"
(*Monogram*)

Monogram's new starring team, "Bill & Andy" (Bill Cody and Andy Shuford), makes its debut in this picture. Andy is the cowboy juvenile of "The Big Trail" and the pair make a picturesque team. They have plenty to do in this picture in which they rescue a sheriff from his crooked aides, who are engaged in Mexican border smuggling. There are to be eight in this new series. Has plenty of action.

Shorts

"Danger Island"
(*Universal Serial*)

Kenneth Harlan is a two-fisted sea skipper in this drama of the quest for a rich deposit of pitch-blende which contains radium in large volume. The girl's father lost his life in the quest for the deposit on an uncharted South Sea Island inhabited by savage tribes.

Harlan goes about the task of protecting the girl's interests on the expedition and has a tough time of it, what with the machinations of Walter Miller and his henchmen. It's a new sort of role for Miller appearing as the heavy.

There is a lot of action in the first three chapters.

"BUY RIGHT—BUT BUY NOW"

"Let's Play"
(*Universal*)

Another of the Slim Summerville series with the regular formula followed without a deviation. Tom Kennedy replaces Eddie Gribbon as the burly sergeant who is always around Slim, the bugler, at the wrong time. The scene is laid in Arabia and both mugs are after the same girl. You can guess who wins her. Running time, 18 minutes.

"Monkey Business"
(Paramount)

HOLLYWOOD — Paramount's "Monkey Business" is a smash laugh comedy equally as good, or better, than previous Marx Brothers pictures. A Glendale preview audience howled gleefully at the antics of the Marxes whose rapid-fire gags never let down. Morman McLeod's direction is excellent, keeping the piece moving in fast tempo continuously.

Groucho, Harop and Chico supplied most of the gags, while Zeppo carried the romantic interest with Ruth Hall. Both are very good, too. Rockliffe Fellowes, Thelma Todd, Tom Kennedy and Harry Woods do capable work.

The picture has a slight story thread which helps hold interest at all times. The story by Sam Perlman and Will B. Johnstone is very good and the dialogue by Arthur Sheekman filled with laughs.

The entertainment qualities of the picture are unlimited. This is a potential box-office success as were the Marx predecessors.

W. A. JOHNSTON

Voight Comes East For Ad Confabs

Hubert Voight, head of the publicity department at the Warners-First National studios on the Coast, is on his way to the home office. Voight will spend several weeks here getting familiar with the plans laid out by S. Charles Einfeld, head of the advertising and publicity departments, for the exploitation of next season's product of both Warners and First National. One of the plans in connection with Voight's trip east is to meet Lil Dagover, under contract to the Warners, on her arrival in this country in August.

"BUY RIGHT—BUT BUY NOW"

300 Workers Busy on Radio City Project

With some 300 men employed, excavation work is under way for Radio City, $250,000,000 New York project sponsored by RCA and located from 48th to 51st streets, and from 5th to 6th avenues.

Plans call for completion by October 1, 1932 of the building housing the International Music Hall and the world's largest theatre, a 6,500 seater to be operated by S. L. (Roxy) Rothafel.

"BUY RIGHT—BUT BUY NOW"

Neth-Union Fight Ends

COLUMBUS—After having operated the Grand, Clinton, Cameo, State and Eastern theatres on an open shop policy for past two years, J. Real Neth has reached an agreement with the union, and that 16 union operators and two mechanics would return to work at his houses on August 1. Terms of settlement were not divulged.

"BUY RIGHT—BUT BUY NOW"

"Dirigible" at Pop Prices

Columbia's "Dirigible," which roadshowed in 20 key cities throughout the United States, will be presented for the first time at popular prices in August. RKO is playing it day and date in a number of houses.

Joan Bennett Hurt In Fall Off Horse

HOLLYWOOD—Joan Bennett is reported in serious condition from injuries received in a fall from a fractious horse while on location in Stone Canyon. She is expected to be confined to a hospital for six or eight weeks and be absent from picture work for about three months.

"BUY RIGHT—BUT BUY NOW"

Epics to Handle New I. E. Chadwick Series

I. E. Chadwick is reentering independent production with a series of 12 two-reel comedies featuring Al Alt. World distribution will be handled by Talking Picture Epics, headed by Frank R. Wilson. The first two comedies already have been completed.

"Common Law" Show Holdovers a Habit

(*Continued from page* 1)

already been held over for additional weeks in a dozen first run cities including New York, Brooklyn, Atlantic City, Boston, Detroit, San Francisco, Washington, Philadelphia and Providence. Ned E. Depinet, company sales manager, says the picture is well on the way to top "Holiday's" hold-over record.

"BUY RIGHT—BUT BUY NOW"

Big in Philadelphia

PHILADELPHIA—At the Mastbaum, "The Common Law" did $20,000 the first three days of engagement, despite terrific heat. The picture is scheduled to follow for week or more run at Carlton.

Pittsburgh Meeting Slated in October

PITTSBURGH—Eleventh annual convention of the Motion Picture Theatre Owners of Western Pennsylvania will be held here October 4, 5 and 6, states Fred J. Herrington, secretary. Allied leaders are to be invited to attend the sessions. The local organization is affiliated with Allied.

"BUY RIGHT—BUT BUY NOW"

Columbia or Else, Barabra Must Choose

(*Continued from page* 1)

Hayes must make "Arrowsmith" with Ronald Colman and retakes on "Lullaby." In addition, she has a stage contract with Gilbert Miller. She wants to do "Lullaby" but must await word from Miller.

Meanwhile, Barbara is wanted by First National for "Safe In Hell." However, under her contract with Columbia she can't appear in the picture until she makes her peace with Cohn, it is said. The contract gives her permission to alternate in Warner pictures between Columbia assignments, it is understood.

"BUY RIGHT—BUT BUY NOW"

Warners Hit Henley In Suit on Salary

(*Continued from page* 1)

represented himself an able, efficient and competent director.

Ralph Blum, Henley's attorney, says the contract called for 40 consecutive weeks' work after Henley produced two for Warners, "Captain Thunder" and "Mother's Cry." Henley made one picture under his new contract, "Expensive Women," and shortly after was asked to take a layoff. He said the director agreed, providing Warners had a story ready at the end of the layoff period. He says Warners failed to do so and Henley sued.



"$40,000 at RKO MAYFAIR"

—VARIETY

JANUARY BUSINESS IN JULY!

"$32,000 at B'KLYN ALBEE"

—VARIETY

JANUARY BUSINESS IN JULY!

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NEW YORK
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Try This One on Your Cash-Register!

RKO PATHÉ

The Old Fightin' Cock crows every Friday night 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coast stations!

P. S. Dallas Has Best Opening Day in Past Twelve Months!

RKO PATHE presents

CONSTANCE BENNETT

The Common Law

with JOEL McCREA, Lew Cody, Robert Williams, Hedda Hopper, Marion Shilling. Directed by PAUL L. STEIN. From the novel by Robert W. Chambers. Screen play by John Farrow.

A CHARLES R. ROGERS PRODUCTION


THE
NEW
SIX BIG WESTERNS
FOR THI

OLD FIGHTIN' COCK'S WESTERN STAR★★!!

'outh demands youth. The ew generation of fans de- nands a new generation f stars!

●

om Keene, Charles R. ogers' sensational box- ffice discovery, is the kind f Western star the kids tamp their feet for!

●

wo-fisted, hard-ridin', traight-shootin', rope- hrowin', a real he-man!

●

irst release THE SUNDOWN RAIL, August 28th.

●

Vith Marion Shilling, Nick tuart, Stanley Blystone, lurdock MacQuarrie and ther well-known players. tory and direction by obert F. Hill.

TOM KEENE

Young and Full of Pep!



The Old Fightin' Cack crows every Friday night 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coast stations!

FROM RKO PATHE

KIDS AND THE GROWN-UPS!

Philly Awaits M-G-M--W.B. Film Tussle

(Continued from page 1)

by Metro. However, the Erlanger, a legit theatre which was used one season by RKO, might be a possibility though at the present time it has several weeks of legitimate bookings lined up. The Chestnut, of the Shubert chain, is wired and has played numerous films, with the Five Year Plan coming here soon, while it is stated that the Shapiro-Sablosky-McGurk interests, which operate the Arcadia, an independent, have an interest in a building site at 18th and Market streets, large enough to erect a deluxe theatre. This same organization is now putting up the Midway Theatre, a 3,200 seater in the Kensington section, which will be operated independently.

"BUY RIGHT—BUT BUY NOW"

Figures Cited to Hit Warner Control

(Continued from page 1)

ville Hogan in St. Louis a deposition of Calvin A. Nichols, chief accountant of the theatre department of Warner Brothers, showing profits and losses for the years 1928, 1929 and 1930.

The minority stockholders, including Harry Koplar, former associates of the Skouras Brothers in their St. Louis theatrical ventures, are seeking the receivership charging that Skouras Brothers Enterprises, Inc., are now being operated in the interests of Warner Brothers chiefly.

The profit and loss statement for Skouras Brothers Enterprises was shown as follows:

1928	$320,119 profit
1929	57,716 profit
1930	56,560 loss

Skouras Super Theatres Corporation, controlled by Skouras Brothers Enterprises, Inc., and Paramount Publix jointly and operating the Ambassador, Missouri and Grand Central theatres in St. Louis and first run houses in Indianapolis, Ind., had a profit of $524,336 in 1928; a profit of $58,308 in 1929 and a loss totaling $108,554 in 1930, according to the deposition.

Irvin J. Meyer, a public accountant, testified that an examination of the books of Skouras Brothers Enterprises showed that six Warner pictures were shown at the Ambassador Theatre in 1928, the rental being $10,500 and representing 4¾% of the total receipts from the pictures, which were $221,148. In 1929 12 Warner pictures played the Ambassador, the rental of $36,157 being 11.11% of the receipts of $307,357, while in 1930 11 Warner pictures were shown, rental being $35,474, or 15¼% of the receipts of $232,665.

During his cross-examination Meyer revealed that he is holding 1,000 shares of stock in Skouras Brothers Enterprises, Inc., in trust for Harry, Nat and Samuel Koplar. He said he would return this stock to the Koplars whenever they demanded it.

In his opening statement to the court, Samuel B. Jeffries, of counsel for the defendants, said that it would be shown that the plaintiffs, including Harry Koplar, were present at the meeting at which the matter of selling control to the Warner Brothers came up and that they had acquiesced to the deal.

Golden State, Fox Invading The Far East

(Continued from page 1)

around $1,000,000 and will be housed in an office building.

"Sites for the new theatres have been acquired through lease or purchase and start of the building program now only waits on the architects," McNeil said.

McNeil says there is much discussion in the Orient concerning American conditions. He says he found conditions in Manila, Japan and Hong Kong very good, but otherwise China is suffering from depressed silver values and civil war.

"BUY RIGHT—BUT BUY NOW"

Shea Star Witness In St. Louis Trial

ST. LOUIS—The receivership suit against Skouras Brothers Enterprises, Inc., was continued yesterday with Jack Shea, manager of Harry Koplar's Montgomery theatre, and his sister, Katie, giving testimony before circuit Judge Granville Hogan. Shea owns 30 shares and his sister 55 of class "A" stock.

Shea testified that he bought his stock following a meeting of theatre managers and other employees addressed by Spyros P. Skouras and Harry Koplar at which was pointed out the advantages of being co-partners with these dominant figures in the St. Louis amusement world. The Sheas paid from $38 to $50 a share for their stock, it was stated.

An interesting part of the testimony was that weekly conferences of managers of various theatres were held and special gatherings on occasions presided over by George Skouras, with Spyros and Charles dropping in while George and Spyros Skouras exercised close personal supervision of the houses prior to their sale to Warners in 1928. After the sale the confabs were eliminated and district managers did most of the supervising. It was also brought out by Shea and Walter E. Finke, a former employee of the St. Louis Amusement company, that prior to the Warner deal the company bought supplies on the open market, but later patronized only Warner subsidiaries. The economic upheaval, caused by talking pictures in 1928 and 1929, which forced the St. Louis Amusement company to pay for musicians it could not use, was pictured by A. C. Thomas, general counsel for Warners, in his opening statement to the court. He said Warners and associates own 93 per cent of the St. Louis Amusement Co. stock.

An intervening petition asking that the suit be dismissed as groundless was filed yesterday by the First National Co. and Tausig, Day, Fairbanks & Co., a stock and bond house, which are handling a bond sale for the amusement company.

"BUY RIGHT—BUT BUY NOW"

Frisch Completing Deal

Negotiations between Louis Frisch and Fox officials for acquisition of about 18 Brooklyn theatres are expected to be culminated some time next week.

"BUY RIGHT—BUT BUY NOW"

Publix-Knobel Deal On

Publix is understood dickering with Ben Knobel for the State, Poughkeepsie, N. Y., with the deal expected to be closed before the end of the week.

"BUY NOW" SALES

(Continued from page 1)

California

Arcade, Holtville, F. Holmes; La Mesa La Mesa, L. Maxwell.

Connecticut

New Crown, Hartford, Charles Repass.

Illinois

Palace, Gilman, E. Schmid; Rialto, Coa City, T. Berta.

Indiana

Walnut, Lawrenceburg, J. B. Weddle.

Kansas

Auditorium, Delphos, Eli Mullinax.

Maine

Gem, Winthrop, G. Desgarden.

Maryland

Liberty, Cumberland, Liberty Amusement Co.

Massachusetts

Guild, Norwood, Geo. A. Giles Co.

Michigan

Regent, Bangor, Herbert Wood; Strand, Muskegon Heights, Strand Amusement Co.; Avenue, Detroit, Clamage & Rothstein; Empress, Grand Rapids, R. K. O. Mid-West Corp.; Ambassador, Detroit, S. J. Brown; Washington, Bay City, R. P. Leahy; Riviera, Tekonsha, Tekonsha Amusement Co.; Woodward Grand, Detroit, S. J. Broon; Broadway, Mt. Pleasant, Lee Ward; Fenkell, Detroit, S. J. Brown.

Minneapolis

Strand, Princeton, E. A. Reynolds; Grand, Annandale, W. S. Sather.

Mississippi

Grand, Water Valley, W. S. Tyson.

"BUY RIGHT—BUT BUY NOW"

Union Enjoined in Linden Picket Case

(Continued from page 1)

and distributing circulars to Linden residents. He also reprimanded union officials and the attorney for the organization and said he would hold them responsible for any violence or other illegal acts that might ensue. Two weeks ago vandals broke into Dollinger's theatre after he replaced union operators with non-union men and wrecked his machines. When the union started picketing he took the case to court and was granted a temporary injunction returnable July 28.

"BUY RIGHT—BUT BUY NOW"

Milestone Tops List In Director Poll

(Continued from page 1)

George Hill, 160; Josef Von Sternberg, 148; D. W. Griffith, 139; Robert Z. Leonard, 137; Charles Chaplin, 101; John Cromwell, 111; Howard Hawks, 101; and Howard Hughes, 91.

"BUY RIGHT—BUT BUY NOW"

Rogers Joins Gen'l Talking as a V.-P.

Frank B. Rogers has resigned from Erpi to join General Talking Pictures as vice president in charge of distribution and public relations. His last post with Erpi was in Chicago where he handled mid-western sales until Harry Dodge succeeded him at which time Rogers was given a special assignment. Dodge continues in Chicago for Erpi.

In connection with his appointment, Rogers hinted yesterday at important developments from General shortly.

"BUY RIGHT—BUT BUY NOW"

"Nurse" Clicking

INDIANAPOLIS—"Night Nurse" at the Apollo last Monday topped Saturday business by $110 and Sunday by $165.

Fla. Solons Reject Tax On Theatres

(Continued from page 1)

worry them, so the motorist now pays 7c per gallon tax on his gas and the license fees were advanced 50 per bills were introduced in the two cent.

During the three sessions a dozen houses for the purpose of levying a tax on theatre admissions. The governor in his message advocated a "reasonable tax" on theatres, but the theatre men succeeded in keeping the different bills from passing.

"BUY RIGHT—BUT BUY NOW"

Night Golf Newest Opposition in Chi

(Continued from page 1)

ningham and Joe Roseman. It comprises nine holes of golf, of distances from 75 to 165 yards. It occupies an 18-acre tract on the northwest city limits. The use of wooden clubs is banned on the course, but the promoters claim it offers full possibilities for the use of all irons.

The course is lighted by nine steel towers, each 75 feet high, with a total of 125,000 watts. Cost of the lighting system was $32,000, and cost of electrical current is estimated at $20 nightly. Capacity of the course is 36 persons at one time, and it requires about 45 minutes to complete a round. Admissions are at 75 cents in daytime and $1.00 at night, with a charge of 50 cents for additional rounds after the first. The total cost of the course was $43,000.

Similar ventures at Detroit, Kansas City and San Francisco are said to have failed because of inadequate lighting, but the lighting system in use here is said to have overcome the difficulties encountered at the other courses.

"BUY RIGHT—BUT BUY NOW"

Police May Be Drawn Into Chicago Probe

(Continued from page 1)

concerning the shooting and slugging of Milton Kreueger, a recalcitrant exhibitor, in the Paramount exchange here 18 months ago, have uncovered alleged irregularities in the manner in which Chicago police investigated the attack on Krueger. The alleged irregularities, according to the state's attorney's office, point to political pressure having been brought to bear on police investigating the attack.

Tom Maloy, business agent of the union, has been indicted for conspiracy to commit a felony as a result of the attack on Krueger.

William Canavan, president of the I.A.T.S.E., has been in Chicago for the past several days, presumably in connection with the indictment of five officials of the Chicago local. His attempts to communicate with the state's attorney's office were unsuccessful.

"BUY RIGHT—BUT BUY NOW"

In for Two Weeks

SYRACUSE, N. Y.—"Bought" has been booked into the Strand for two weeks when one week stands have been the rule at that theatre for some time.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

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VOL. 30. NO. 52 NEW YORK, FRIDAY, JULY 31, 1931 TEN CENTS

Pettijohn to Go Producer? He Says "No"

Dickered While on Last Trip, Story Goes

HOLLYWOOD—*The Hollywood Herald* said yesterday:

"Charles C. Pettijohn is reported from New York preparing to leave the Hays organization.

"During his recent visit to Hollywood which was called a vacation, Pettijohn is understood to have discussed an affiliation with a major studio. It is believed he will return here as a producer. It is said he wants to better his private fortune and be in an atmosphere less strenuous than legislative work."

Charles C. Pettijohn one-worded his reply to the Coast report yesterday:

"Silly."

"BUY RIGHT—BUT BUY NOW"

RKO Pathe Sponsor Of European Films

RKO Pathe will sponsor production in England of six quota pictures, some French and British films, while a number of its American productions will be remade in Europe for Continental consumption, states T. S. Delehanty, vice president and general manager of RKO Pathe Export Corp., who has returned to New York from a three months' trip abroad.

The British films will be made by P. D. C. Ltd., and Associated Talking Pictures, Ltd. P. D. C. will dis-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Oldknow Pins Faith In Fall Productions

HOLLYWOOD—Oscar Oldknow of Fox West Coast joins hands with Sam Dembow, Jr., of Publix in agreeing that fall product looks like the real goods.

In a message to his field force, via *The Last Word*, Fox West Coast

(*Continued on page 2*)

5 Day Week

Executives and production heads of Western Electric have been placed on a five-day week basis with salaries cut 10 per cent. This makes the five-day week apply to all of the 26,000 employes of the company.

600 in Meyer-Reiger Library

Trailers on 600 feature subjects, starting with June, 1930, releases, will comprise the library of Meyer-Reiger, latest entry into the trailer field. They will be of an average of 100 feet long, and include dialogue, sound, animation and sound effects. Louis Meyer will leave for the Coast either Wednesday or Thursday stopping off at Chicago where he will appoint a manager to take care of the company's branch to be opened there.

Large Market Abroad Seen By Thalberg

HOLLYWOOD—Full evidence of a large potential market for American talkers which can meet European taste was found abroad by Irving Thalberg, he told William A. Johnston in an interview published in *The Hollywood Herald*. Theatre conditions abroad are better than he expected, Thalberg said.

"The most important factor today, so far as the American industry is concerned," he declared, "is the attitude of the foreign press toward our pictures. The press abroad is adversely critical to an astounding degree.

"British papers are more fair, but the Continental papers are filled daily

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Pathe News' Drive On Crime Lauded

BOSTON—Mayor James M. Curley has given official approval to combat crime launched by Pathe and has issued instructions to the law and police departments of Boston to cooperate with the Pathe cameramen in films to be taken.

"BUY RIGHT—BUT BUY NOW"

Clara Bow Defamer Faces 10-Year Term

LOS ANGELES—Frederick H. Girnau, publisher, convicted of sending obscene matter through the mails, faces sentence today of ten years in Federal prison and fine of $12,000. His conviction is the outgrowth of published articles purporting to reveal the "love life" of Clara Bow.

"BUY RIGHT—BUT BUY NOW"

S. Cal. Operators Take 90 Days' Cut

LOS ANGELES—Southern California operators have agreed to a 15 per cent wage cut for a 90-day period, which probably will prevent closing of more Fox West Coast houses and result in the reopening of some.

Gang Films? "Bad Stuff" Says Capone

CHICAGO—Gangster pictures are injurious to American youth, take it from no less an authority than Al Capone, "king" of American gangsters, who was to have been sentenced yesterday by the United States Government to a prison term.

Capone evidently feels strongly on the subject of the preservation of American youth, for he declared he had been offered $2,000,000 to write a book and had received "lots of offers" from picture producers.

"You know, these gang pictures—that's terrible kid stuff," declared the erstwhile Chicago overlord. "Why, they ought to take all of them and throw them into the lake. They're doing nothing but harm to the younger element of this country. I don't blame the censors for trying to bar them.

"Now, you take all these young-

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

25 Independents In Supply Alliance

Twenty-five independent supply dealers in as many cities of the United States have federated in Affiliated Theatre Supply Dealers, formed this week in Chicago. The firms plan to co-operate in business building plans, advertising and development of new equipment projects. Each dealer member retains ownership of his exchange in the set-up.

J. E. Robin is president of the com-

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

German Theatres Hit Slump, Taxes Show

BERLIN—Extent to which the picture business has slumped in Germany is indicated in the Government tax returns which dropped 14 per cent for the 12 months to March as against last year. Attendance in Berlin, by way of specific example, dropped from 58,500,000 to 56,500,000 in that period.

Columbia to R K O Rivals In Chicago

Deal Indicates Hitch in Franchise Renewal

CHICAGO.—Columbia is selling away from RKO in Chicago and has two first run and one subsequent run deal already set. Balaban & Katz is taking four features for the Loop, presumably for the McVickers, while the balance of Columbia's 26 will play the Woods first run.

Last season all product of Columbia went over RKO time under a blanket deal, and the action here is taken to indicate that difficulties have arisen on continuance of the franchise arrangement.

All B. & K. subsequent runs will play the Columbia product and a number of other deals with independents are reported under way. One of these is said to be with the Gumbiner string of outlying houses.

Columbia is still negotiating with RKO on a deal in New York.

"BUY RIGHT—BUT BUY NOW"

Tiffany in First Runs in Chicago

CHICAGO.—First run Loop showing for each of Tiffany's 12 pictures designated as specials is provided in deals ready for signing here by William Weinshenker, Educational feature manager.

Although details of the deals are being withheld until they have been actually closed, it is understood that terms have been agreed upon by Educational and Jones, Linick &

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"Boarding School" to Be Purged of Dirt

HOLLYWOOD—M-G-M has postponed indefinitely production of "Boarding School." The story is to be rewritten and material considered risque eliminated.

Chi Buying

Chicago—Buying began in volume a little more than a week ago, and is now assuming a steady pace throughout the city.

See page 3 for yesterday's "Buy Right—But Buy Now" sales.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 July 31, 1931 No. 52

MARTIN QUIGLEY
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MAURICE KANN
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Oldknow Pins Faith In Fall Productions

(*Continued from page* 1)

house organ, Oldknow bases his prediction for the fall on these companies and these pictures.

Fox

TRANSATLANTIC.
BAD GIRL.
MERELY MARY ANN.
YOUNG AS YOU FEEL.
THE BRAT.
HEARTBREAK.
SHE WANTED A MILLIONAIRE.
SOB SISTER.

M-G-M

SPORTING BLOOD.
GUILTY HANDS.
SUSAN LENOX.
POLITICS.
THE PHANTOM OF PARIS.
THE GREAT LOVER.
HELL DIVER
THE GUARDSMAN.

Paramount

THE SMILING LIEUTENANT.
AN AMERICAN TRAGEDY.
DAUGHTER OF THE DRAGON.
INDISCRETION.
RICH MAN'S FOLLY.
THE ROAD TO RENO.

"BUY RIGHT—BUT BUY NOW"

RKO Pathe Sponsor Of European Films

(*Continued from page* 1)

tribute in England and RKO Pathe Export Corp. will handle the rest of the world except the United States. Basil Dean will supervise the series and Maurice Elvy will direct. The first picture will star Jack Buchanan.

Delehanty is optimistic over conditions abroad. Jack Kennedy and Capt. H. E. Auten, representatives in Great Britain and Continental Europe respectively, accompanied Delehanty on his tour of the European countries.

"BUY RIGHT—BUT BUY NOW"

Winchell in Series For Lyman-Howe

"On Broadway with Walter Winchell" is the title of a series of short reel pictures of Manhattan life being produced under supervision of Robert Gillaum, general manager of the Lyman Howe Films Co., of Wilkes-Barre.

Large Market Seen Abroad By Thalberg

(*Continued from page* 1)

with articles and reviews openly and unrestrainedly hostile to American pictures, studios and operations," he continued. The worst of it is that this sentiment is obviously a reflection of the American press.

"Everything critical of pictures and productions that appears in our newspapers is quoted at length. A curious situation exists for the foreign papers are as one in praising their own product and decrying ours, whereas our own newspapers seem eager to go out of their way to lavish praise on the artistry, so-called, of French and German productions which reach our theatres.

"One would think that America would take pride in a leading industry which has conquered the world trade to such a remarkable degree. American studios and theatres have performed a gigantic and most creditable task and we should at least have home recognition," continues the M-G-M production executive.

"It is high time to be constructive and the good work could well start in Hollywood. It is about time for all to speak of the creditable work being done and stop the irresponsible bickering that exists."

"BUY RIGHT—BUT BUY NOW"

Joan Bennett Will Recover from Fall

HOLLYWOOD—Joan Bennett will recover from injuries sustained in a fall from a horse without permanent injury her physician states. However, she will be confined to Hollywood Hospital from 8 to 12 weeks.

Barbara Bennett, sister of Joan, is en route to Hollywood by airplane to be at the bedside of her sister.

Tiffany in First Runs in Chicago

(*Continued from page* 1)

Schaefer for eight Tiffany features to play the Woods Theatres. C. E. Beck may take the other four for the Castle Theatre, it is reported.

The Loop deals will probably be closed within the next week, and several other important Tiffany sales are reported ready for signing, despite the fact that the company was last to begin new product selling.

"BUY RIGHT—BUT BUY NOW"

Warners Aid Families Of Child Gang Victims

Entire proceeds of opening night of "The Star Witness," at the Winter Garden will go to families of the five children shot last Tuesday by gangsters in New York.

"BUY RIGHT—BUT BUY NOW"

Asher in N. Y.

E. M. Asher, Universal associate producer, is in New York and expects to return to Hollywood this week to resume work.

"BUY RIGHT—BUT BUY NOW"

Governor at Preview

ALBANY.—Breaking precedent, Governor Roosevelt and family attended a special preview of "Honeymoon Lane."

"BUY RIGHT—BUT BUY NOW"

Epics Premiere Today

Talking picture Epics' "The Immortal Vagabond," has its American premiere today at the Warner, New York. The picture was made by Ufa. Dialogue is in English.

"BUY RIGHT—BUT BUY NOW"

"U" Short at Roxy

Universal's first short on the new season's product, "First to Fight," a four-reel Slim Summerville comedy, is now playing at the Roxy.

"BUY RIGHT—BUT BUY NOW"

Ufa Paying Dividend?

BERLIN—Ufa, according to report, will pay a dividend this year, its first since 1925.

Eastman Kodak Up; Slow Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅝	7½	7½	.....	400
Consolidated Film Industries pfd	14	14	14	— ½	100
Eastman Kodak	138¾	135½	138	+1⅜	3,000
Fox Film "A"	15⅞	15	15⅝	+ ¼	5,000
General Theatre Equipment new	3¾	3⅝	3¾	+ ⅛	1,300
Loew's, Inc.	45¾	43¼	45½	+1	6,400
Paramount Publix	23⅝	22¾	23¼	.....	3,400
Pathe Exchange	1½	1½	1½	— ⅛	100
RKO	14¼	13½	14	+ ¼	5,500
Warner Bros.	6⅞	6⅝	6¾	.....	3,000

Columbia Drops 2; List Unsteady

	High	Low	Close	Net Change	Sales
Columbia Pictures	12	11	12	—2	300
Columbia Pictures vtc	11	10	11	— ¼	300
Fox Theatres "A"	2⅝	2⅝	2⅝	+ ⅛	100
General Theatre Equipment pfd	7½	6⅞	7	— ⅛	200
Sentry Safety Control	⅞	⅞	⅞	— ⅛	100
Technicolor	7	7	7	.....	200
Trans Lux	5¼	5¼	5¼	— ⅛	100

Paramount Bonds Off

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	30⅝	30	30⅝	+ ½	9
Loew's 6s '41 ex war	98⅝	98	98	.....	40
Paramount Broadway 5½s '51	102	102	102	+ ¾	2
Paramount F. L. 6s '47	88	87½	88	+1⅜	12
Paramount Publix 5½s, '50	76½	73	73	— ⅝	14
Pathe 7s '37 ww	90⅛	90	90	—2½	3
Warner Bros. 6s '39 wd	44	43½	44	.....	35

Purely Personal

ABE GOODMAN and Charles Goldie, both members of the Fox advertising and publicity staff, are about to step into the state sometimes described as marital bliss. So last night the department gave them both a dinner at Beefsteak Charlie's. Glen Allvine forgot Long Breach long enough to act as master of ceremonies.

HY DAAB, dynamic Radio advertising chief, is said to have something new up his sleeve in advertising the transcontinental day and date release August 15 of "Traveling Husbands." If he tops the "Amos 'n' Andy" and "Cim" campaigns, that will be sump'n. A big splurge is being made on the press book for the picture.

SIDNEY SAMUELSON tried to get two pressbooks on "Dirigible" from the Columbia exchange the other day and he had to put up a stiff battle before he got the second one, which Columbia considers valuable.

JIM MULVEY is now ensconced on the twelfth floor of the Godfrey Building. He's Sam Goldwyn's Eastern generalissimo, you know.

HENRY ECKMAN, formerly of M-G-M's Washington branch, leaves today for China where he will represent the company.

SYLVIA SIDNEY is in New York from Hollywood for the premiere of "American Tragedy" August 5 at the Criterion.

POLLY MORAN, M-G-M comedienne, appears in person with "Politics" at the New York Capitol, starting today.

JOE MOSKOWITZ has acquired a "court-room look." He is now handling legal affairs for United Artists.

GORDON S. WHITE, the various Educational sales conventions behind him, has left Hollywood for New York.

SAM ROSEN, cameraman for Seiden Films, yesterday became a daddy of a 7¾-pound boy.

MONROE GREENTHAL has joined the U. A. publicity department under Hal Horne.

MIKE SIMMONS is going in for night motoring clad in pajamas and—

SOL BRILL is recuperating from a heart attack which he suffered Monday.

C. E. KESSNICH, M-G-M district manager, is in town for a few days.

LEO BRECHER gets back from that European jaunt in September.

"BUY RIGHT—BUT BUY NOW"

"Groundless"—Yates

Petition by J. E. McPherson and other stockholders, understood to be identified with the American Record Company now owned by Consolidated Film Industries, Inc., to examine the books of the latter corporation was described by H. J. Yates yesterday as "groundless."

"The petition was filed solely in the hope of harrassing the management and for other ulterior motives, all of which will be demonstrated at the proper time," remarked Yates.

New Use for Films

Trenton—This city has one film-goer who remembers the pictures she sees. The reason: A jealous husband, according to divorce complaint of Mrs. Ruth N. Bauer, who alleges that for ten days every time she returned from a picture house he questioned her closely as to what film she saw, at what theatre she saw it and the actors involved. This, she said, was checked up with the newspapers, to determine if she was telling the truth.

Advertising in Cabs Columbia Innovation

Columbia is placing advertising on its product in 1,000 taxicabs throughout Greater New York. The new advertising process is known as the Adometer. It is built into the passenger compartment and is a rotary which displays each ad at the rate of four times every 15 minutes. The machine is installed in Parmelee and other chain system cabs. It is estimated that each cab carries an average of 40 passengers daily. Columbia says it is the first picture company to use the new device.

"BUY RIGHT—BUT BUY NOW"

Canada Film Man Suffers a Stroke

TORONTO—Fred W. Martin of Windsor, promoter of the Detroit-Windsor vehicular tunnel which is now in successful operation and who was undertaking a film project at Windsor, suffered a stroke while in Toronto and is now lying in a serious condition in the General Hospital. Martin, who was originally a captain in the Salvation Army, had been trying to get British Gaumont, Tiffany, Educational and other companies interested in the erection of a film studio for the making of quota pictures.

"BUY RIGHT—BUT BUY NOW"

25 Independents In Supply Alliance

(*Continued from page* 1)

pany, L. G. Doliver, vice-president, R. G. Tannehill, secretary-treasurer and business manager. There are five other directors, as follows: George McArthur, G. H. Breneman, A. E. Thiele, H. F. Dusman and H. W. Graham.

"BUY RIGHT—BUT BUY NOW"

Sex Angle in Films Bothers Censors

LONDON—The sex angle in current product is under scrutiny by the British Board of Censors. Distributors were present at the first meeting on the subject outcome of which is expected to drastically curtail the trend.

"BUY RIGHT—BUT BUY NOW"

Sees Admission Cut

LONDON—E. Bruce Johnson, in from New York, says American theatres will be compelled to cut admission prices to meet the general trend of all businesses in the States.

"BUY RIGHT—BUT BUY NOW"

Madan Lands 40 More

LONDON—The Madan circuit has increased its Indian string by 40.

"BUY NOW" SALES

Golden States Theatres Circuit of California, operating in 38 situations, has purchased Universal feature product for 1931-32 in a contract just closed between R. A. McNeil, vice-president and general manager of the Golden States, and W. J. Heineman and Kenneth Hodkinson, division manager and exchange manager of Universal's San Francisco office. It is a complete 100% deal, including features, short product and news reel. The theatres:

Daly City, Daly City; State, Amazon, Palmber, Irving, Haight, Parkside, Riviera, Milano, Verdi, Excelsior, Broadway, New Rialto and Uptown, San Francisco; New Fruitvale, Fairfax, Dimond, Granada, Capitol, Parkway, Palace, Golden State, Plaza, Lincoln and Broadway, Oakland; Rivoli, Berkeley; Palace, San Leandro; Hayward, Hayward; Golden State and Monterey, Monterey; Grove, Pacific Grove; Carmel, Carmel; State, Hollister; Merced and Strand, Merced; New Santa Cruz and Unique, Santa Cruz, and Victory, San Jose.

The company yesterday also closed a 100% deal for feature product with the East Texas Amusement Company. The theatres included in this contract are:

Jefferson, Liberty, Tivoli and Peoples, Beaumont; Stranda, Orange; Strand, Peoples, Pierce and Dreamland, Port Arthur; Palace and Strand, Henderson; Rembert, Longview; Pines, Lufkin; Austin, Nacogdoches; Strand, Kilgore and Queen, Victoria.

Because of the geographical distribution of the circuit's houses, the deal was made jointly by Bob McIlheran of Universal's Dallas office, and Louis Baxley of the San Antonio office, and Tom Clements, general manager of East Texas Amusement.

TULSA—Ralph Talbot has contracted with Fox for the new line-up to play the Ritz, Majestic and Rialto.

Arthur C. Bromberg, southeastern district manager of Monogram Pictures Corporation, this week closed a contract for the use, 100 per cent, of the 28 Monograms in the 21 towns of the Sparks Circuit in Florida.

The entire Vitaphone short series have been bought by Fred Dolle of the Dolle circuit. Theatres involved include six in Louisville and houses in Indianapolis, Kokomo, Lafayette, Logansport, Marion and Terre Haute. Harry Rosenquest acted for Vitaphone and Fred Dolle for the circuit.

ALBANY—All Fox theatres in this zone have purchased the "Adventures in Africa" series of 12 subjects.

"BUY RIGHT—BUT BUY NOW"

Chain Store Tax Sought in New York

Retail merchants of New York met last night to map plans for enactment of a tax on chain stores of the state, similar to the Indiana tax, which has been upheld by the Supreme Court. Retail merchants of New Jersey and other states are considering similar steps, carrying with them the threat of circuit theatre levies.

"BUY RIGHT—BUT BUY NOW"

Virginia Legion to Pan Gangster Films

RICHMOND — Resolutions denouncing a surfeit of gangster crime pictures are expected to cause considerable discussion at the convention of the Virginia Department of the American Legion, to be held in Clifton Forge.

Gang Films? "Bad Stuff" Says Capone

(*Continued from page* 1)

sters who go to the movies. You remember reading dime novels, maybe, when you were a kid. Well, you know how it made you want to get out and kill pirates or look for buried treasure—you know. Well, these gang movies are making a lot of kids want to be tough guys, and they don't serve any useful purpose."

Formal Indictments to Be Returned Today

CHICAGO—Formal return of indictments of the seven principals in the investigation of the Chicago Operators' Union will be made today with the dismissal of the Cook County July grand jury. The indictments were prepared immediately following the voting of true bills two weeks ago naming Tom Maloy, business agent of the union; Joe Maloy, his brother, city examiner of motion picture operators; Jack Miller, president of the Exhibitors' Association of Chicago; Ralph O'Hara, Maloy's bodyguard and business agent of the Chicago Theatrical Janitors' Union; Tom Reynolds, president of the Operators' Union; Emmett Quinn, union treasurer, and Frank Clifford, Maloy's assistant business agent.

Indictments in addition to those which will be formally returned today are expected later, as a result of the state's attorney's investigation of the union which is continuing. Testimony was taken this week from scores of Chicago theatre owners not questioned in the earlier investigation, and had to do particularly with the exhibitors' relations with the union during the past three years, the object being to uncover as many instances of union coercion as possible.

In spite of earlier indications to the contrary, there seemed little likelihood that action on the revocation of licenses held by several hundred "permit" operators would be taken by Mayor A. J. Cermak this week. The state's attorney's office, however, expects early action on its recommendation made to the mayor last week.

"Hell Bound" Escapes Chi Gangster Ban

CHICAGO—Objections of clergy and women's clubs to the showing of gang pictures in Rogers Park Theatres here, which have kept several outstanding pictures of that order from important North Side bookings, will not be pressed in the case of "Hell Bound," local distributors of the Tiffany feature have been advised.

Although the elements which have definitely vetoed gangster picture showings in the North Side community have refused to endorse "Hell Bound" in any way, they have at least indicated that they will not actively oppose its playing. In consequence, Balaban & Katz has confirmed a booking of the picture for the Granada Theatre, and other Rogers Park bookings are now assured.

So!

Omaha — Lack of strong pictures has compelled the World to go split week for the rest of the summer, according to the Paramount-Publix divisional office here.

Nat Levine Set in All Zones on Serials

With the closing of three franchise contracts this week, Nat Levine, president of Mascot Pictures Corp., has effected 100 per cent American distribution for his four serials of the 1931-1932 season. Jack Roher, Excellent Film Exchange, Toronto, will distribute the pictures throughout the Dominion of Canada; Jack Berkowitz, Standard Film Exchanges, Albany and Buffalo, will distribute the serials in Upper New York State, and Chase McDermond, Salt Lake City, has acquired the rights for the Rock Mountain territory.

"The Vanishing Legion," starring Harry Carey and Edwina Booth, Mascot's first serial of the season, has already been released.

"BUY RIGHT—BUT BUY NOW"

Hearing of St. Louis Case May End Today

ST. LOUIS—James B. Castle, former auditor of the St. Louis Amusement Co., yesterday was main witness in giving testimony at the receivership suit against the company. He stated before Circuit Judge Hogan that Steve Butler, former business manager of the musicians' union, was paid $150 a week by the company in 1928, 1929, 1930, receiving a total of $13.200 for unrevealed duties.

A copy of Spyros Skouras' contract with Warners was introduced in evidence, revealing he was paid $75,000 annually in 1929 and 1930 as head of the company's theatre department and was also given $150,000 extra when the contract was terminated Feb. 6, 1931.

Presentation of the plaintiff's case to support their application for the appointment of a receiver for the St. Louis Amusement Co. probably will be completed today. The defense is expected to enter a demurrer asking dismissal of proceedings.

"BUY RIGHT—BUT BUY NOW"

Rival Cameramen Union Is Formed

International Cameramen and Sound Technicians' Union has been formed with Harrison C. Meyer as president. Headquarters are in Brooklyn. Sherman Pratt is secretary of the organization. Initiation fee is $50. The work of each member is guaranteed to the employer by cash bond put up by the union, it is stated. This is the second cameramen's organization in the East, the other being the International Photographers of the Motion Picture Industries, New York.

"BUY RIGHT—BUT BUY NOW"

Ask Darrow Film Ban

DAYTON, TENN.—Ban on Clarence Darrow's film, "The Mystery of Life," as "an anti-Biblical and anti-Christian picture" is asked by the Dayton Ministerial Association. This town a few years ago was the scene of Tennessee's famous anti-evolution trial in which Darrow, as counsel for the defense, was a chief figure.

MILLIONS OF FOOTB
HAVE WAITED YEARS FOR T

The KNUTE ROCKNE System...
The "Pop" WARNER System...



For the first time on any screen a comparison of the world's greatest winning football systems with the world's greatest football players showing how it's done . . .

Five football reels ready now . . . three more to come . . . and they are all a part of the BIG 26

CHRISTY WALSH
ALL AMERICA
SPORT REELS

picturing on the screens of the world the outstanding figures in every line of sport . . . *and in action* . . . football with such stars as Brill, Mullins, Metzger . . . Vincent Richards in tennis . . . Charlie Paddock . . . world's fastest human in track . . . "Doc" Meanwell . . . America's foremost basketball coach and mentor of University Wisconsin team and many others equally famous . . . equally SUREFIRE!!!

from UNIVERSAL of course!

ALL FANS
S!!



THE FIRST FIVE READY NOW!
"Shifts" "Carry On"
"Offensive Play" "Backfield Play"
"Famous Plays of 1930"

Sanctianed by the
ALL AMERICA
Board of Faotball

Produced by
Stanley Bergerman
Directed by
Albert Kelley

NORTH EAST SOUTH WEST
CHRISTY WALSH
ALL AMERICA
SPORT REEL



This advertisement is the sixth of a series on success in the picture industry

a victor over adversity

MR. M. E. COMERFORD, *in his career as a motion picture exhibitor, has become a personal exemplification of the quality of success which comes with the defeat of adversities. He began more than twenty-five years ago with a little theatre in the anthracite region of Pennsylvania. It was one of the great battle grounds of the capital and labor strifes which arose in those low wage years. Mr. Comerford was faced with the problems of the then bitterly struggling motion picture industry and the problems of the industrial and social conditions of the strike torn country he served. He had a hand in all these struggles and having that, he won a share in the victories that came out of them. He expanded his interests, built and bought theatres, and he sold entertainment to an entertainment hungry country. Mostly his battle was selling them and keeping them sold, in hard times and good times. He bought pictures, sold his way to success.*

come out of the woods

A long time ago when life in this wide country was simple, when merchandise was scarce and merchandisers few, Mr. Ralph Waldo Emerson, a New England philosopher, wrote something to the general effect that if a man built a better mouse trap than his neighbors, even though his house were in the woods, the world would beat a path to his door. That was very true—in its day.

Sometime later when the industrial era had got well under way another Yankee philosopher, Fra Elbert Hubbard of East Aurora, came forth with the assertion: "He who bloweth not his own horn, the same it shall not be blown." And Elbert Hubbard could sell anything—including a roycroft mouse trap, if he had had one.

Now merit is still a great thing. No permanent success can come without it. But merit in the shady stillness of the tall timber will never be discovered. The busy boy with his mouse trap displayed on the main road will get the business.

Once upon a time in the motion picture industry selling consisted in telling the clamoring exhibitor when and what film the exchange would let him have. And exhibition selling consisted of a phonograph in the lobby and a one sheet on the side of the house.

The exhibitor clamors no longer and the public shops before it buys at the box office.

Also the show business is a business of vociferation. From the beginning it has had its barker, its ballyhoo, its calliope. They say "silence is golden"—but not in the show business.

The business of today and tomorrow will be done by those who do the selling. The pages of Quigley publications talk to more customers every week than all the traveling salesmen of the industry can in a month.

COLVIN BROWN
General Manager
Quigley Publications

MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

The TECHNICOLOR work in "THE RUNAROUND" is the finest example of color photography I have ever seen . . .

The picture constituted a rigid test of TECHNICOLOR'S new printing process. TECHNICOLOR successfully met every production challenge in the studio and has obtained beautiful results upon the screen.

The colors are brilliant and strikingly contrasted. In addition, TECHNICOLOR has achieved in "THE RUNAROUND" a perfection of registration and a sharpness of definition which represents a truly amazing advance over all previous color pictures.



(*signed*) **WILLIAM LE BARON**
Producer, Radio Pictures

TECHNICOLOR

TECHNICOLOR MOTION PICTURE CORPORATION

BOSTON • • HOLLYWOOD • • NEW YORK

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 53 NEW YORK, SATURDAY, AUGUST 1, 1931 TEN CENTS

Copyright Law Passage Sure, MPTO Feels

Industry Should Help Write Law, It Says

Passage of a copyright bill is certain in the next session of Congress, in the opinion of the M.P.T.O.A., which says the industry should help write the law. The organization is calling upon members to have their personal lawyers study the 1931 Copyright Bill and to suggest changes or amendments.

If the new law, which the M.P.T.O.A. says will be rushed to passage at the next session, embraces the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Roach Signs Term Pact With M-G-M

Hal Roach, now in New York, has signed a new contract for an indeterminate number of years with M-G-M. The new agreement supersedes the old one and provides for closer co-operation between Roach and the company which has released his product since it entered the short subject field four years ago.



HAL ROACH

Roach is to supply 40 two reelers and one feature for the 1931-32 program. The two reelers are included in five series of eight subjects each starring: Charlie Chase, Laurel & Hardy, Our Gang, the Boy Friend and Zasu Pitts and Thelma Todd.

Salary Cuts Should be Made When Essential—Warner

Declaring that "the first urgent necessity is to keep people working for their own sakes and for that of business in general," Harry M. Warner says that "wage reductions should occur only when necessary for the protection of business and employee." Such reductions, he believes, should be "as slight as possible."



H. M. WARNER

"I am of the opinion," said Warner, "that the matter of salary and wage cuts is receiving altogether too much irresponsible discussion. No one wants to reduce salaries for the sake of reducing them. On the other hand, there are innumerable cases today where companies are faced with the alternative of cutting salaries and wages or closing up shop altogether.

"A factor to be considered is that with the present reductions in the cost of living, a moderate reduction in salary or wages means no real loss, but does mean continued consumption which insures business and salary.

"My belief is that the first urgent necessity is to keep people working for their own sakes and for that of business in general."

W. E. Wins Writ in Pacent Buffalo Suit

Judge C. G. Galston of the Federal District Court yesterday granted the Western Electric Co. an injunction and an accounting of profits against Sol Wallerstein, of the Broadway, Buffalo. This follows the decision last week declaring that the Pacent repro-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Saperstein to Get Five Houses Today

CHICAGO—Sale of the five Bland Bros. theatres to Aaron Saperstein, president of Illinois Allied Theatre Owners, will be consummated today. Theatres involved are the Armitage, Famous, Oak, Olympia, and Rogers. The deal divests Bland Bros., independent exhibitors and theatre supply dealers, of all Chicago theatre holdings.

Says U. S. Faces Loss of Far East

TORONTO—Unless American producers better the quality of their output they are in danger of losing the Far East market to Russia, warns Dr. Toyohiko Kawaga, Japanese social reformer who is here attending the international Y. M. C. A. conference. Russian films, he said, are becom-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Weisfeldt-Wilson Row Goes to Court

Summons and complaint in action for approximately $56,000 brought by M. J. Weisfeldt against Talking Picture Epics and its president, Frank R. Wilson, have been served upon the latter. Weisfeldt alleges that amount is due him under the arrangement made with Wilson when the two formed Epics, from which Weisfeldt

(*Continued on page 8*)

Loew's Going Into "Philly," Belief There

Already Selling Away From WB—Seek Sites

PHILADELPHIA—There's to be a fight following the breaking off of relations between Warners and M-G-M, this territory feels, with the latter's parent company, Loew's, prepared to invade this territory from which it has for so long held aloof.

M-G-M already is reported making deals with independents selling the product away from Warners and Loew's is said to be investigating available downtown houses and sites.

There are a number of groups which would be willing to build for Loew's, it is stated, but they insist on a long-term lease. Remembering

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Publix Turns Back 9 Florida Houses

Continuing the shift of management of theatres to its local partners, Publix Friday sold nine Florida theatres to Consolidated Theatres of Florida (Sparks) in which Publix has a 50 per cent interest. The deal includes five houses in Tampa, two in Lakeland and two in Daytona. Consolidated now has 61 Florida theatres.

"BUY RIGHT—BUT BUY NOW"

McCarey, Zeidman To Produce on Own

HOLLYWOOD—Perhaps Dave Selznick has started something. Now it is reported Leo McCarey will join hands with Bennie Zeidman in a new independent production venture.

McCarey has obtained his release from Howard Hughes because of postponement of "Queer People."

"BUY RIGHT—BUT BUY NOW" SALES

Glen W. Dickinson has joined the "Buy Right—But Buy Now" movement. He has signed with J. R. Grainger for the Fox pictures to be played in theatres operated by the Dickinson circuit in 24 cities in Kansas and Missouri. The theatres:

Lyric and Seeley, Abilene, Kan.; Dickinson, Beloit, Kan.; Strand and Empire, Chillicothe, Mo.; Dickinson, Fayette, Mo.; State, Garden City, Kan.; Dickinson, Horton, Kan.; Dickinson, Hiawatha, Kan.; Booth and Beedorf, Independence, Kan.; Dickinson and Electric, Independence, Mo.; Uptown and Cozy, Junction City, Kan.; Bijou, Kansas City, Mo.; Varsity, Dickinson, and Orpheum, Lawrence, Kan.; Dickinson, Macon, Mo.; Dickinson and Wareham, Manhattan, Kan.; Dickinson, Marceline, Mo.; Dickinson, Osage City, Kan.; Dickinson, Osawatomie, Kan.; Dickinson and Crescent, Neodesha, Kan.; Dickinson, Odessa, Mo.; Empress, Paola, Kan.; Uptown, Parsons, Kan.; Farris, Richmond, Mo.; Victory, Rogers, Ark.; Auditorium, Slater, Mo.; Dickinson and Plaza, Trenton, Mo.

BOSTON—Following is a list of the theatres which have contracted for the entire Monogram Product in this territory:

Bijou, Springfield; Academy, Fall River; Cameo, W. Haven; Strand, West End, Barnum, Rialto, Palace, American and Hippodrome, Bridgeport; Plaza, New Haven; Olympia, Cambridge, Mass.; Strand, Chelsea, Mass.; Premier, New Haven; Union Hill, Gloucester, Mass.; Olympia, Bangor, Me.; Orpheum, Dover, N. H.; Opera House, Woodsville, N. H.; Pequot, New Haven; Strand, Skowhegan, Me.; Alhambra, Waterbury, Conn.; Savoy, Ft. Kent, Me.; Powers, Caribou, Me.; Strand, Willimantic, Conn.; Capitol, Waterbury, Conn.; Capitol, Lowell, Mass.; Victoria, Lowell, Mass.; Champlain, Swanton, Vt.; Majestic, Holyoke, Mass.; Laconia Gar., Laconia, N. H.; Magnet, Claremont, N. H.; Scenic, Keene, N. H.; Hamilton, Dorchester, Mass.; Tilton, Tilton, N. H.; Victory, New Haven; Plymouth, Plymouth, N. H.; Central, East Boston, Mass.; Rialto, Stamford, Conn.; Hamilton, Waterbury; Empire, New London; Playhouse, Chicopee, Mass.; Strand, Haverhill, Mass.; Halcyon, Colebrook, N. H.; Gem, Bristol, N. H.; Music Hall, Plymouth, N. H.; Star, Groveton, N. H.; Strand, Lawrence, Mass.; Atlas, Adams, Mass.; Roxbury, Roxbury, Mass.; Auditorium, Lynn, Mass.; Kameo, Pittsfield, Mass.; Washington, Boston;

(*Continued on page 6*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 1, 1931 No. 53

MARTIN QUIGLEY
Editor-in-Chief and Publisher
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James A. Cron
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Young Heads Educ'l Studio Publicity

HOLLYWOOD — Lon Young, veteran film publicist, has been engaged by Educational to take charge of the publicity at its coast studios. Ray Hoadley, who had been handling this job, has been put in charge of publicity at the Tiffany studios.

"BUY RIGHT—BUT BUY NOW"

St.Louis Warner-F.N. Deals Wait on Trial

ST. LOUIS — After Abel Cary Thomas, counsel for Warners, assured Judge Hogan that the St. Louis Amusement Co. would not enter into a new contract with the musicians' union without notifying the court in advance, and would not buy Warners or First National product until the case is disposed of, the St. Louis Co. receivership case Friday was continued until Sept. 28. Thomas and Leto Hill, district manager for Warners, both asserted the theatre firm does not intend to renew contracts with the union which expire Sept. 1, and has no negotiations under way for music.

"BUY RIGHT—BUT BUY NOW"

Eight Years, $2,000 Fine for Bow Libel

LOS ANGELES — Frederick Girnau, publisher, who defamed Clara Bow in a series of articles, was sentenced Friday to eight years in prison and fined $2,000 for sending obscene matter through the mails. He must serve four years and two months and then will be paroled and cannot engage in publishing for ten years. Judge Hollzer terms the Girnau articles "unfit to be fed to swine."

"BUY RIGHT—BUT BUY NOW"

Epics Gets New Series

Talking Picture Epics has acquired distribution rights to the "Wild Life Series" being produced on the Coast by Elmer Clifton. His associates in the enterprise are George and William Allen. The first two pictures of the series already have been delivered to distributors.

Purely Personal

DEWEY BLOOM, division manager of Regal Film Limited, Toronto, put over a splendid bit of publicity in connection with a pre-view showing of "Uneasy Virtue" at the Tivoli when he had a photographer at the theatre to take still pictures of various people of prominence in the audience. These were used in thumb-nail style together with their comments on the film production in newspaper advertising in connection with the immediate current showing at the Tivoli.

MACK GOLDMAN continues with the Remick Music Co. as radio and orchestra manager, in removal of that company tomorrow to space to be occupied jointly with M. Witmark & Sons in the Hollywood Theatre Building.

ED SAVIN, genial business manager of the Brooklyn Vitaphone Studio, who was injured about two weeks ago, expects to be back on the job next Monday. While riding in a taxi, the machine was struck by another car. A severe scalp wound necessitating 20 stitches and a badly bruised leg were sustained by Savin.

M. J. WEISFELDT, who recently formed Picture Classics, has completed his first picture, "I Am Siam," which he recorded by RCA Photophone equipment at the Ideal studio. It will be released in August.

STANLEY HATCH of Educational sees a big year ahead for Tiffany. He's especially sold on "Women Go On Forever," and says if the Coast keeps 'em coming, Tiffany's future is in the bag.

HERBERT MULLER, formerly of the Muller and Schwartz circuit, is reported to have acquired an interest in the Walton, Bronx, in partners with Morris Schane.

ABE BLUMSTEIN, who buys lots of pictures for lots of Fox theatres, shortly passes into the M.P. Club fold. Henry Siegel is his mentor and Phil Meyer, the endorser.

DAVE SNAPPER is running all-shorts shows every once in a while at the Strand, New Brunswick, N. J. And the gag has gone over with a bang.

B. J. KEARNEY, another Educational exec, is holding a real hand—four of a kind, all boys. The latest arrived a couple of weeks ago.

HAL ROACH is in New York, having flown here from the Coast in his own plane, as usual. He will remain in the East about a week.

GRADWELL SEARS is up for Motion Picture Club membership. Al Lichtman is the proposer with Lou Metzger, his second.

SIG WITTMAN is getting acquainted with local exhibitors. He is a frequent visitor at the Big U exchange.

FIFI D'ORSAY, the "it" comedienne of the screen, opens this afternoon at the RKO Albee in Brooklyn.

EDMUND MANTELL, Bronx exhibitor, has been having trouble with his left ear.

EUGENE CASTLE, industrial film producer, is en route to Europe.

"BUY RIGHT—BUT BUY NOW"

Singapore Hollering Uncle on Gang Films

Gangster and other underworld pictures are bane to theatres of Singapore, Joe Fischer, whose Capitol, Singapore, introduced to the Far East advanced architectural and presentation. Finding pictures minus these themes presents a real problem, declared the veteran showman, who is visiting New York.

"Maybe I'm wrong," he told MOTION PICTURE DAILY, "but I fear a continuance of the strain will alienate my public, even if the censors do pass such pictures."

Stocks Irregular; Loew's Up 1⅜

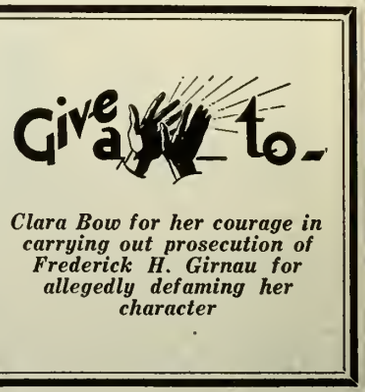
	High	Low	Close	Net Change	Sales
Consolidated Film Industries pfd	13¾	13¾	13¾	— ¼	100
Eastman Kodak	139½	133½	135⅜	—2⅝	13,000
Fox Film "A"	16	15½	16	+ ⅜	2,300
General Theatre Equipment new	3¼	3⅝	3⅝	— ⅛	1,300
Loew's, Inc	46⅞	44¾	46⅞	+1⅜	7,400
M-G-M pfd	25⅛	25⅛	25⅛	+ ⅛	300
Paramount Publix	23⅜	23	23⅜	+ ⅛	2,200
Pathe Exchange	1½	1½	1½	.....	1,200
Pathe Exchange "A"	6¼	6¼	6¼	— ⅛	300
RKO	14¼	13¾	13⅞	— ⅛	3,500
Universal Pictures pfd	54	54	54	+ ½	3,000
Warner Bros.	7	6¾	6¾	.....	2,600

Curb Issues Slightly Off

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2¼	2¼	2¼	+ ⅛	200
General Theatre Equipment pfd	7	6⅝	6⅝	— ⅜	800
Technicolor	7	7	7	.....	400
Trans Lux	5¼	5¼	5¼	.....	2,600

Bond List Also Spotty; P. P. Gains 3

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	30½	30	30	— ⅝	21
Loew's 6s '41 ex war	97¼	97⅛	97⅛	— ⅞	7
Paramount Broadway 5½s '51	102	102	102	.....	1
Paramount F. L. 6s '47	88½	86½	87	—1	26
Paramount Publix 5½s, '50	76½	73¾	76	+3	43
Pathe 7s '37 ww	89½	89¼	89½	— ½	7
Warner Bros. 6s '39 wd	43¼	43⅛	43⅛	— ⅞	26



Clara Bow for her courage in carrying out prosecution of Frederick H. Girnau for allegedly defaming her character

Passage of Copyright Law Sure, It Is Felt

(*Continued from page* 1)

"Berne Convention" arrangement, it may mean that theatre owners will pay six or more sets of music license tax instead of one.

The organization contends that there should be no license tax at all required where talking pictures are exclusively used, as the producers pay for the use of the copyrighted music on the film.

Producers could record the music on the film and put the film on the shelf and no license fee could be exacted, it is pointed out. It is only when the music thus recorded is reproduced in a theatre attended by those who pay the admission that the law requiring the fee becomes operative, it is stated. Thus, the producer pays the performing fee in fact and this is charged back to the exhibitors, which should be sufficient, the association feels.

"BUY RIGHT—BUT BUY NOW"

Firnkoess Handling All Ohio RKO Houses

CLEVELAND—J. E. Firnkoess, district manager for RKO houses in northern Ohio, has been promoted to district manager for all Ohio RKO houses, with headquarters in Cincinnati. Columbus, Cincinnati and Dayton have been added to his territory which formerly included Cleveland, Akron, Youngstown, Toledo, Oil City, Pa., and Pittsburgh.

Charles Winston, formerly RKO district manager in Boston, has been appointed general manager of the three Cleveland RKO houses. He will also handle the publicity for these houses, previously handled by Milton Crandall.

"BUY RIGHT—BUT BUY NOW"

RCA Engineer Drowned

ALBANY—Funeral of Gordon W. Jewett, testing engineer for RCA Photophone, was held at Watertown, N. Y.. Jewett was drowned at Round Lake, about 15 miles from Albany, while swimming.

"BUY RIGHT—BUT BUY NOW"

Manager's Wife Dies

LOUISVILLE—Mildred Austin Musselman, 42 years old, wife of Johnson Musselman, manager of the Rialto, died here.

SOUND RECORDING
FILM AND DISC
Re-Recording Disc or Film
ALL WORK GUARANTEED
STANLEY RECORDING CO. of AMERICA, INC
1841 Broadway—New York, N. Y.
Columbus 5-3181-3182

Looking 'Em Over

"The Unholy Garden"

(*United Artists*)

HOLLYWOOD — The popularity of Ronald Colman and the lavish beauty with which Samuel Goldwyn always mounts his productions undoubtedly will help this otherwise pretty silly story about gangsters in the Algerian desert written by Ben Hecht and Charles MacArthur and directed with his usual flair for pictorialism and characteristic indifference to drama and movement by George Fitzmaurice.

Such artists as Estelle Taylor, Fay Wray, Tully Marshall, Warren Hymer, Mischa Auer, Lawrence Grant, Uhlrich Haupt and Lucille La Verne contribute the best support possible to Colman's sincere efforts to be convincing.

With considerable recutting reshooting which it is understood Goldwyn will do, "The Unholy Garden" may be much better than in its present form. This picture will be commented upon again later.

LEO MEEHAN.

"The Guardsman"

(*M-G-M*)

GLENDALE, Cal.—A picture that is different and one which drew laughter and applause from a preview audience. Direction is deft and clever, the audience found and the lines are clever.

Opinion was that the vehicle is ideally suited for the talker debut of Alfred Lunt and Lynn Fontaine. Fine work is done also by Roland Young, Zasu Pitts and Herman Bing.

The story is of a jealous husband who disguises himself as a guardsman in order to test his wife's affections. Ernest Vajda and Claudine West adapted the story by Ferenc Molnar.

"Daughter of the Dragon"

(*Paramount*)

SANTA MONICA—This is the third of the Fu Manchu yarns and it abounds in chills and thrills. It shows the return to London of Dr. Fu Manchu, (Warner Oland) long thought dead, for the purpose of killing his enemy (Holmes Herbert). Fatally injured when he attempts the murder, Fu Manchu induces his daughter (Anna May Wong) to swear she will kill the son (Bramwell Fletcher), but the latter is saved from the trap by a Chinese detective (Sessue Hayakawa).

Suspense secured in treatment overcomes weaknesses of the story from the audience standpoint. Direction of Lloyd Corrigan obviously satisfied the audience with the work of Miss Wong, Warner Oland and Hayakawa voted effective and that of the other principals pleasing.

"The Monster Kills"

(*Tiffany*)

HOLLYWOOD—Mystery fans will go for this. The preview audience that sat through "The Monster Kills" felt that way about it the other night.

There are four murders and one suicide in this, but unlike a lot of murder mysteries, the producer was clever enough to play up the comedy element which the audience went for in a big way.

The yarn is of the usual formula. Clever acting by Brandon Hurst, Leslie Fenton and Aileen Pringle did much for the proceedings, a consensus of opinion seemed to be Alice White, once a star in her own name, plays a small part and does it very well. Frank Strayer did a commendable directorial job.

"Wicked"

(*Fox*)

HOLLYWOOD—An audience at the Uptown found this picture highly dramatic and interesting. It is about a wife (Elissa Landi) who shoots a policeman in an effort to protect her robber husband (Theodore Von Eltz). She is given temporary release from prison so her child may be born outside prison walls. Later, she secures permanent release through the efforts of a friend (Victor McLaglen). When she finds her child has been adopted she kidnaps her but finally is triumphant, leaving with McLaglen for Australia and a new start.

Miss Landi performs some heavy dramatics in a manner which found favor and the audience was impressed by the work of McLaglen, Von Eltz, Irene Rich and Una Merkel. Allan Dwan's direction also was favorably commented upon.

Coverage

Six new pictures took their bow on Broadway Thursday and yesterday. Five of them—"Politics," "Public Defender," "Honeymoon Lane," "Transatlantic" and "The Reckless Hour"—were reviewed by MOTION PICTURE DAILY before they hit the Main Stem. One—"The Immortal Vagabond"—is covered today.

The line-up:

ASTOR—"A Free Soul" (M-G-M)—reviewed April 18.

CAMEO—"A Jew at War" (Amkino)—reviewed July 25.

CAPITOL—"Politics" (M-G-M)—reviewed July 2.

MAYFAIR—"Public Defender"—reviewed June 20 as "Million Dollar Swindle."

PARAMOUNT — "Honeymoon Lane" (Para.)—reviewed July 9.

RIVOLI—"The Smiling Lieutenant" (Para.)—reviewed May 22.

ROXY—"Transatlantic" (Fox)—reviewed editorially July 21.

STRAND—"The Reckless Hour" (F. N.)—reviewed May 2.

WARNERS—"The Immortal Vagabond" (Talking Picture Epics)—reviewed on this page.

WINTER GARDEN—"Smart Money" (Warners)—reviewed editorially June 19. "Star Witness" (Warners)—opening Monday night—reviewed July 21.

"The Immortal Vagabond"

(*Talking Picture Epics*)

If the reception given by the first audience at the Warner is any criterion as to the course of this picture in the United States, it bids fair to meet a real demand. The patrons generously gave vent to their appreciation of this musical romance of Vienna, which was produced by Ufa with dialogue in English.

A charming fugue, "The Mountaineer," a composition written by the indigent schoolmaster, runs throughout. Acting and direction are well handled but in its entirety, the picture is a trifle lengthy. The story of the wanting schoolmaster who writes an opera and is acclaimed overnight at the sacrifice of losing his sweetheart, the reported death of the composer when a thief, who has stolen his clothing, is found drowned, his return to the village to find the inhabitants unveiling a monument in his honor, and the reconciliation with Anna, is effectively pictured. The village surrounded by natural picturesque backgrounds lends beauty to the story. Liane Haid makes a pleasing heroine; Gustav Frolich, a commendable composer-lover; H. A. Schlettow, an engaging rival, and Karl Gerhardt a scheming and solicitous parent.

Shorts

"The Animal World of Make Believe"

(*Talking Picture Epics No. 5*)

Dr. Raymond Ditmars continues his interview series on biological subjects, this one dealing with the coloration and mimicry of animals, insects, etc., in their fight to live. Animals such as the Walking Stick and the Mantus are only two of the specimens discussed and pictured. It is not only instructive but diverting as well. Running time, 9 minutes.

"Good Pie"

(*Vitaphone*)

There always is a laugh in the old-time pie-throwing slapstick and this caused plenty of titters at the New York Strand, even though some were inclined to regard it as silly. Bill Wayne starts out to publicize the pies of his girl friend's father, and as a publicity gag goes about town throwing pies into the faces of all and sundry. The newspapers print the story which puts over the brand of pies.

"Crashing Reno"

(*Pathe*)

A burlesque on the Reno divorce mill. The story is far-fetched but has laughs, resorting to good old-fashioned slapstick to put them over. Daphne Pollard and Eddie Gribbon are the central figures. Daphne en route to Niagara Falls with her new husband and Eddie en route to Reno trying to unsell his wife on the idea of divorcing him. A series of mixups ensue, in which the respective wives and husbands are made to appear unfaithful, but it's all straightened out in the end.

"The Spoon"

(*Bobby Jones-Vitaphone*)

In this, the seventh of the Bobby Jones, "How I Play Golf" series, Bobby demonstrates the use of the spoon, illustrating the mistake of using a No. 1 iron, when the shot calls for use of the spoon. The picture has a story with Zelma O'Neall complaining to her judge friend, Walter Huston, that her husband is neglecting her for golf. They go to the course where friend husband is being given some pointers by Jones. All ends well with Zelma herself becoming an addict.

"First to Fight"

(*Universal*)

A pip and without a doubt the best of the Slim Summerville series. Plenty of action and comedy are provided by the gangling bugler and Eddie Gribbon, the burly sergeant, who leave the A. E. F. to join the Marines. The boys continue to make a play for the same girl, a nurse in this case, with neither getting her in the end. The radio sequence is a wow for laughs. It's in four reels and Universal is selling it as a special. You shouldn't think twice about grabbing it. Running time, 44 minutes.

"A Land That Time Forgot"

(*Talking Picture Epics*)

The roving camera takes in the everyday happenings of a little town in Italy by the name of Albarella, where the inhabitants live in trulies, so-called huts made by the natives themselves. Everything that happens in this small hamlet is encompassed by the lens and it makes for nice entertainment. Running time, 9 minutes.

"Babykins"

(*Vitaphone*)

Pee Wee Singer and Bill Halligan do their stuff in this. Bill puts Pee Wee, midget, into a baby show, where Pee Wee cops the prize. Then for $2,000, he agrees to let a woman adopt the "baby." Some comedy bits are introduced when Pee Wee's foster mother tries to treat him as a baby. Bill and Pee Wee flee in a cab, but the driver turns out to be a cop who had been trailing them.

"The Naggers in the Subway"

(*Vitaphone*)

Mr. and Mrs. Jack Norworth have their troubles in the subway, what with hubby carrying the parcels after the missus has gone shopping. The incident in which the passengers' hats are thrown about is fairly amusing, but the other incidents are far from funny. Running time, 11 minutes.

"Models and Wives"

(*Universal*)

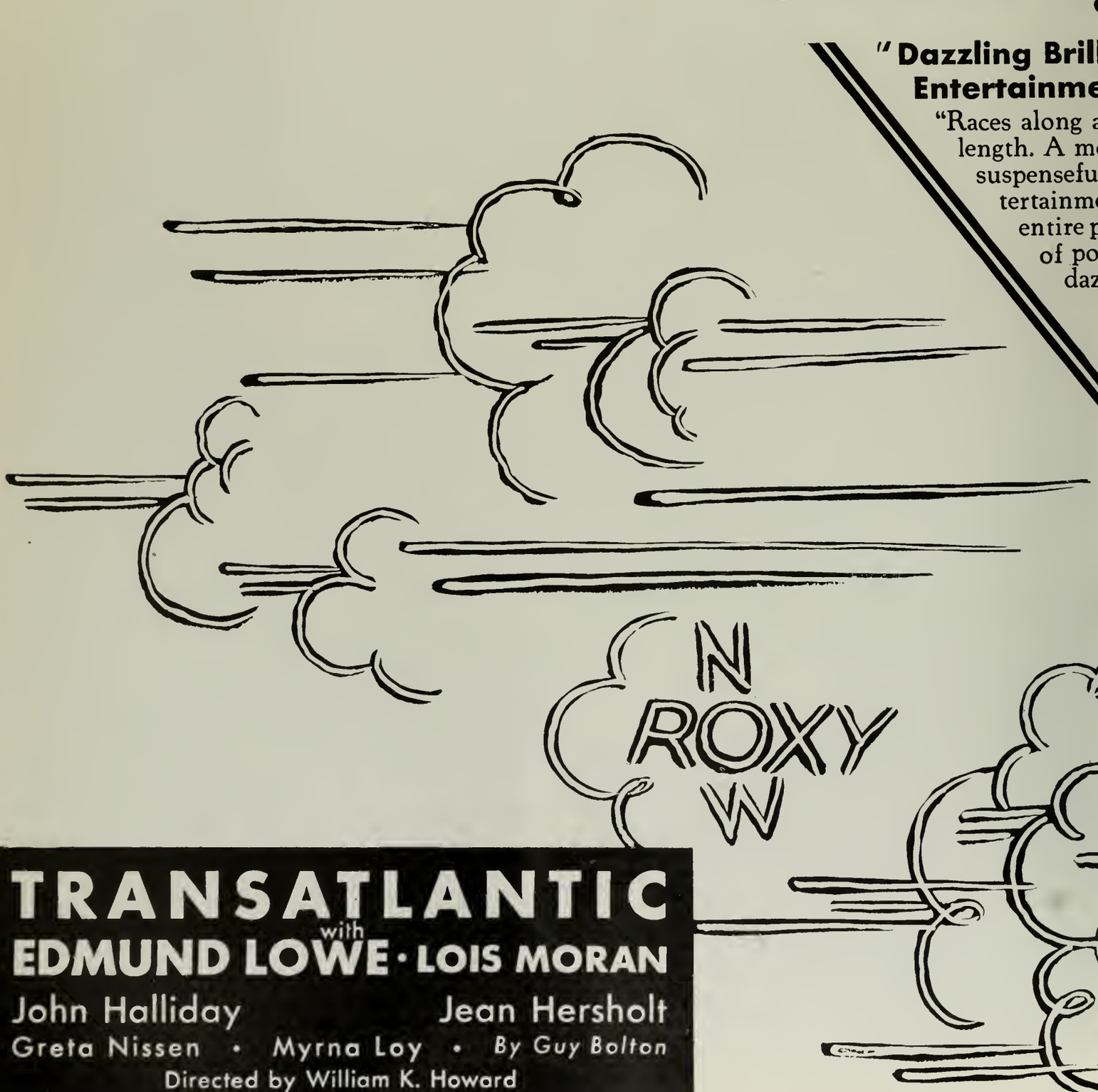
George Sidney and Charlie Murray become heir to a lingerie shop and their antics as salesmen provide a good number of laughs. The wives of both men hound them and are always ready to pick on them at the least provocation. Usual type of Murray-Sidney comedy. Running time, 18 minutes.

First of FOX
Jolts Jaded
Chorus of

"Dazzling Brillia
Entertainmen

"Races along at c
length. A moti
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tertainment
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"



TRANSATLANTIC
with
EDMUND LOWE · LOIS MORAN
John Halliday Jean Hersholt
Greta Nissen · Myrna Loy · *By Guy Bolton*
Directed by William K. Howard



...new season HITS
...Reviewers into
...Enthusiastic Praise!

...ordinary"

...pace through all its thrilling
...e that moves smoothly, swiftly,
...lt is technical perfection and en-
...inary. Howard's craftsmanship lifts
...p a zenith of artistry and the certainty
...val. A directorial achievement actually
...rilliance."—*Regina Crewe, NewYork American*

●

...ic"

...e brilliance of Howard's direction. He must
...dly be one of the most satisfying film makers in
...ywood. You have the feeling that an imaginative
...d intelligent mind is at work. Smartly handled... A
...lynamic motion picture. Genuinely exciting. Cast
excellent." —*Richard Watts, New York Herald Tribune*

●

"Not A Dull Moment In It"

"There is not a dull moment in the film. If you are feeling bad about having missed your yearly European trip or if your plans for a week end jaunt on one of the big liners have gone awry you can console yourself by taking a vicarious trip on TRANSATLANTIC this week." —*Kate Cameron, New York Daily News*

●

"Vastly Entertaining"

"It happily points the way to a new film technique—more movie and less chatter, and is a vastly entertaining melodrama." —*Bland Johaneson. New York Daily Mirror*

●

"Swell"

"Swell entertainment...best Roxy film in many weeks."
—*Rose Pelswick, New York Evening Journal*

"BUY RIGHT—BUT BUY NOW" SALES

(*Continued from page* 1)

Merchants, Quincy, Mass.; Strand, Norwich, Conn.; Arcadia, Portsmouth, N. H.; Park, Nashua, N. H.; Auditorium, Brattleboro, Vt.; Allen, Orpheum and Casino, New Bedford, Mass.; American, Fairhaven, Mass.; Liberty, Hartford; Regent, Arlington, Mass.; Davis Sq., Somerville, Mass.; Wernick, Chicopee Falls, Mass.; Park, Boston; Loring Hall, Bingham, Mass.; Globe, Manchester, N. H.; Capitol, Sanford, Me.; Hollywood, Charlestown, Mass.; Strand, New Bedford; Portland and Casco, Portland; Majestic, Fitchburg, Mass.; Dorchester, Dorchester, Mass.; Capitol, Pawtucket; Rivoli, Bridgeport; Strong, Burlington, Vt.; Regent, Worcester; Broadway, Dover, N. H.; Olympia, New Bedford; Eagle, Lubec, Me.; Colonial, Keene, N. H.; Globe, Bridgeport, Conn.; Le Roy, Pawtucket; Family, Worcester; Opera House, Middlebury, Vt.; Bellevue, St. Albans, Vt.; Opera House, Middlebury, Vt.; Strand, Maynard, Mass.; Rialto, Woonsocket, R. I.; Star, Whitinsville, Mass.; Capitol, Winchendon, Mass.; Ideal, Springfield, Vt.; Olympia, Worcester, Mass.; Plymouth, Worcester, Mass.; Rialto, South Norwalk, Conn.; Acme, Eastport, Me.; Strand, Palmer, Mass.; Strand, Woonsocket, R.I.; Palace, Meriden, Conn.

And still they pour in at Warner-First National. New contracts for 1931-1932 product follow:

Alabama

Strand, Alexander City, Hack Jackson.

Arkansas

Capitol, Little Rock, Arkansas Amusement Co.

California

Superba, San Diego, Pacific National Theatres, Inc.

Illinois

Capitol, Canton, Chas. Kuchan; Randolph, Chicago, Frank Levine; Wallace, Chicago, C. Stern; Austin, Chicago, C. Stern; Langley, Chicago, M. M. Fieldman.

Indiana

Forsythe, East Chicago, East Chicago Amusement Co.; Cresent, Jasonville, T. A. & Olive M. Burkhardt.

Iowa

Gem, Charles City, M. J. Kuech; Regent, Cedar Falls, M. R. Blair.

Kansas

Colonial, Alma, W. E. Thowe; Pershing, Kansas City, Fred Meyn; Doric, Eckhardt, Ed Rowland.

Kentucky

Bourbon, Paris, Phoenix Amusement Co.; Madison, Richmond, Phoenix Amusement Co.

Louisiana

Ideal, Ponchatou, E. Antony.

Massachusetts

Baylies Square, Rialto, and Royal, New Bedford, O. Tessier; Stoneham, Stoneham Theatre Co.; Capawock, Vineyard Haven, S. J. Kelly.

Michigan

Frendale, Detroit, Woodward Theatre Co.; Garden, Detroit, Woodward Theatre Co.; Highland Park, A. C. Standart; Uptown, Detroit, A. C. Standart; Norwood, Detroit, Woodward Theatre Co.; Strand, Detroit, C. S. Koppin; Calvin, Dearborn, Woodward Theatre Co.; Ideal, Middleville, Clayton Bennett; Elmas, Maple Rapids, Earl Boling; Wenonal, Bay City, R. P. Leahy; Blackstone, Detroit, J. Schreiber; Colonial, Detroit, Colonial Theatre Enterprises; Fine Arts, Detroit, Fine Arts Amusement Corp.; Ideal, Detroit, J. D. London; Wolverine, Detroit, G. E. Fink; Rialto, Grayling, J. Olsen.

Missouri

Rialto, St. Joseph, Frank Cassi; Palace, Kennett, E. B. Vandiva.

Minnesota

Palace, Luverne H. Jochins; Dale, St. Paul and Faust, St. Paul, Rubenstein and Kaplan.

Montana

Lyric. Havre, J. B. Moore.

Nebraska

Majestic, Blue Springs, G. N. Bragg.

New Hampshire

Colonial, Laconia, Laconia Amusement Co.; Coniston, Newport, A. C. Chadwick; Premier, Littleton, J. B. Eames.

New Mexico

Princess, Deming, F. L. Nordhaus.

New York

Regent, St. Regis Falls, F. W. Lemieux. Regent, Syracuse, Oneida Theatre Corp., M. J. Kallet, President; Victoria, Buffalo, Victoria Theatre Co., V. Lownes, Jr., Mgr. Strand Old Forge, Mrs. G. Harry Brown;

North Carolina

Duke Y. M. C. A., Durham, Quadrangle Pictures; Iris, Belmont, Mrs. Wade; Pastime, Lumberton, Lumberton Theatre Co.

Oklahoma

Strand, Texhoma, Ed Rowland; Buffalo, Pawnee, E. E. Ryan; Armfield, Cordell, F. G. Roberts.

Ohio

Faurot, Lima, G. A. Ritzler; Rex, Cleveland, R. Shastny; Elite, Defiance, Defiance Amusement Co.

Murphy, Wilmington, Phil Chakeres; Cleveland, L. J. Friedman.

State, Greenville, Phil Chakeres; Sun,

Oregon

Heilig, Eugene, World Attractions Co.

Pennsylvania

Victoria, Frackville, M. J. Kerrigan.

Rhode Island

Liberty, Providence, S. Bomes; Hollywood, East Providence, S. Bomes.

South Carolina

Westminster, Westminster, B. L. Mitchell.

Texas

Dixie, Athens, Darbandt Bros.; Payne, Glade Water, Mrs. L. B. Payne; Strand, Overton, J. E. Adams.

Virginia

Roland, Virginia Beach, Roland Amusement Corp.

Lyric, Blacksburg, Commonwealth Theatre Corp.

West Virginia

Rialto, J. Frank Gilbert.

Wisconsin

Uptown, Racine, Uptown Majestic Theatre Co.; Home, Portage, E. L. Weisner; Majestic, Vudahy, Circuit Theatres, Inc.; Shorewood, Milwaukee, Shorewood Theatre Co.; Classic, Watertown, Watertown Amusement Enterprises; Waupun, Waupun, E. L. Weisner.

Chilton, Chilton, John Steenport; Lincoln, Sheboygan, George Rauscher.

The 32 houses of the T. & D. Jr. Circuit of California have brought Universal product for the coming year 100 percent. Contracts were signed between W. J. Heineman and Kenneth Hodkinson for Universal, and M. Naify, for the T. & D. Jr. The houses include:

State, Martinez; T & D Jr., Lodi; T & D Jr., Paso Robles; Mystic and California, Petaluma; Majestic, Granada and Wigwam, Reno; California, Sacramento; California, Dunsmuir; Liberty, Susanville; State, Red Bluff; Redding, Redding; State, Auburn; Senator and National, Chico; State, Oroville; Glade, Lindsay; Plaza, Healdsburg; California and Cline, Santa Rosa; Tulare, Tulare; Strand, Alameda; State, Oakland; Royal, Alhambra, Victoria, Metropolitan, Harding, Coliseum, Alexandria, and Westwood-Balboa, San Francisco.

Wilmer and Vincent yesterday signed for the RKO line-up, the deal having been closed for the distributor by Jerry Safron. Theatres included are these:

Colonial, State and Victoria, Harrisburg, Pa.; Capitol and State, Reading; Embassy, State and Colonial, Allentown.

BUFFALO—M. A. Shea goes "Buy Right—But Buy Now" with a contract for the new Fox product to play these theatres:

Park, Youngstown, O.; State, Manchester, N. H.; and Colonial, State and Tremont, Nashua, N. H.

ALBANY—Chris Buckley has closed with James R. Grainger for the complete Fox line-up to play the Harmanus-Bleecker and Leland here.

Fay in Line

Providence — "Your slogan, 'Buy Right—But Buy Now' is a one hundred per cent constructive idea. You can count on me to act along those lines," states E. M. Fay, operator of Fay's, Carlton, Majestic, Rialto and Capitol theatres here and Fay's in Rochester, N. Y.

Another Universal deal covers theatres operated in Texas by Colonel H. A. Cole. L. C. Baxley of "U's" San Antonio office, closed the deal which covers these houses:

Palace and Grand, San Marcos; Sequin and Queen, Wharton.

A third contract covers Fred Dolle and the 4th Ave. Amusement Company of Louisville. The contract was signed with E. T. Gomersall and Floyd Brown, exchange manager for Indianapolis. The houses are:

Apollo and Lyric, Indianapolis; Mars, Luna and Family, Lafayette; Liberty, Grand and Indiana, Terre Haute; and Indiana, Marion.

INDIANAPOLIS — Harry Vonderschmidt has entered into a contract with Floyd Brown of Universal to play Universal for the coming year. The theatres in the circuit are:

Indiana, Bloomington, Ind.; Von Ritz, Bedford; Voncastle, Greencastle; and Vondera of Crawfordsville.

Among the contracts for RKO Pathe's 1931-32 line-up coming across Ned E. Depinet's desk yesterday were deals with the Alger circuits in Illinois covering these theatres:

Park, Champaign; Capitol, Morrison; Rexy, La Salle; Aida, Oglesby; Peru, Peru; Colonial and Princess, Urbana; New, Princeton.

A second contract with the Rodgers circuit covering these houses:

Yale, Anna, Ill.; Ritz and Home, Blytheville, Ark.; Gem and Jackson, Cairo, Ill.; Barth, Carbondale, Ill.; Liberty, Caruthersville, Mo.; American, Charleston, Mo.; Criterion and Jewell, Poplar Bluff, Mo.; Malone, Sykeston, Mo.

A third with the Blackhills Amusement Company of South Dakota embracing these houses:

Elks, Rapid City; Hot Springs, Hot Springs; Belle, Belle Fourche; Deadwood, Deadwood.

"BUY RIGHT—BUT BUY NOW"

Showmanship Era Predicted by Balsly

Following a trip to various Fox exchanges, Lee D. Balsly, advertising accessory sales director, states that "showmanship cannot be suppressed behind futuristic theatre fronts for very long." He predicts an outbreak of showmanship during the next few weeks. The public is shopping for shows and the way to get shoppers is to attract their attention, he declares. "Many exhibitors are planning to bill their towns like circuses for the new season's product, because some choice locations are available."

"BUY RIGHT—BUT BUY NOW"

Get Police Protection

COLUMBUS—Police protection now is being given managers or cashiers in local houses whenever receipts are being transferred to theatre safes following a series of holdups. Several houses secure a bluecoat guard when money is being banked.

Up to Individual, Says Van Hyning

IOLA, Kan.—It's up to the individual exhibitor to determine whether or not he should buy now, believes E. Van Hyning, president of the M.P.T.O. of Kansas and Missouri.

"I feel that the selling season has been advanced until it comes at the wrong time of the year," he thinks. "The distributor at present is in the tag end of a season when nearly always there is a lot of, to say the least, mediocre product that the exhibitor is dissatisfied with. Insofar as the salesman is concerned, there is not sufficient product completed for him to know what he is talking about.

"The exhibitor is in the middle of a poor business period and, in many cases, doesn't know whether he'll even be in business next season and is in no mood to even think about new product, let alone contract for it.

"Any experienced exhibitor should know when to buy or lay off as concerns his individual situation, and if in doubt should consult exhibitor friends or leaders."

"BUY RIGHT—BUT BUY NOW"

Buy Now if Price Is O.K., Wehrenberg

ST. LOUIS—This is how Fred Wehrenberg, president of the M.P.T.O. of Eastern Missouri and Southern Illinois, views the "Buy Right—But Buy Now" movement:

"I say exhibitors should buy now, if the prices are reasonable, fair and equitable in keeping with the intake at the box-office, but the exhibitor must be very, very careful not to buy more product than he needs and to pay no more than his business will permit him.

"If, however, deals are unreasonable, then it is up to each theatre owner to delay buying until the prices are what he can afford to pay."

"BUY RIGHT—BUT BUY NOW"

Glynn Made Fox Sales Disbursement Head

James A. Glynn, who has been in charge of sales statistics at the Fox home office, has been appointed Sales Disbursement Comptroller by James R. Grainger. His new duties will be to analyze and handle all disbursement reports of U. S. and Canada branches.

"BUY RIGHT—BUT BUY NOW"

Decision Monday

Decision by Supreme Court Justice Graham Witschief on Theodore Dreiser's application for a permanent injunction restraining Paramount from exhibiting "An American Tragedy" will be handed down Monday, the judge made known yesterday.

"BUY RIGHT—BUT BUY NOW"

Gallup Denies Report

Reports that he had stepped out of film advertising and publicity into the hotel field with the debut of the new Waldorf as his initial effort in that direction are declared untrue by Bruce Gallup.

Ivy Lee is handling the Waldorf assignment.

A PREDICTION

IN 1914 Eastman announced the first panchromatic motion picture negative film. It swept the country... In March, 1931, Eastman announced the first stable ultra-speed panchromatic—Eastman *Super-sensitive* Panchromatic Negative, *Type 2*...It is predicted that just as color-sensitive film has practically replaced color-blind material, so the new Eastman *Super-sensitive* will make slower emulsions virtually obsolete...Naturally the producers and camera men who are adopting this remarkable film *now* will reap the greatest advantage... Eastman Kodak Company, Rochester, New York. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN *SUPER-SENSITIVE*
Panchromatic Negative, *Type 2*

Chatterton Gets $19,500 At L. A. Para.

Los Angeles—Will Rogers in "Young as You Feel" led the town so far as proportionate return is concerned at the Chinese and Criterion getting $14,000 and $15,000 respectively in its day and date showings. The Paramount jumped $7,000 above last week with "The Magnificent Lie" for a total of $19,500 on the week. "Honeymoon Lane" had tough sailing at the United Artists and couldn't pull that house out of its slump. It got $4,500, a new low for the house which has been hovering around the $7,000 mark. "The Smiling Lieutenant" was very satisfactory and the Warner houses found "Night Nurse" okay.

Estimated takings for the week ending July 29 and year-round weekly averages:

"HAY QUE CASAR AL PRINCIPE" (Fox)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $4,200. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 3rd week, 7 days. George Stoll and Band. **Gross:** $12,000. (Average, $12,500.)

"YOUNG AS YOU FEEL" (Fox)
FOX CRITERION—(1,652), 35c-65c, 7 days. **Gross:** $15,100. (Average, $10,000.)

"YOUNG AS YOU FEEL" (Fox)
GRAUMAN'S CHINESE—(2,030), 25c-65c. **Gross:** $14,000. (Average, $8,000.)

"SON OF INDIA" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. "Black and White" Idea. **Gross:** $21,500. (Average, $27,000.)

"CHILDREN OF DREAMS" (F. N.)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show with Leon Errol. **Gross:** $8,000. (Average, $16,000.)

"THE MIRACLE WOMAN" (Col.)
ORPHEUM—(2,750), 35c-65c, 2nd week, 5 days. **Gross:** $5,000. (Average, $16,000.)

"FIVE AND TEN" (M-G-M)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Divertisement" Idea. **Gross:** $9,900. (Average, $15,000.)

THE MAGNIFICENT LIE" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Oscar Baum and stage revue. **Gross:** $19,500. (Average, $25,000.)

"ARIZONA" (Col.)
RKO—(2,700), 35c-65c, 7 days. Olsen and Johnson in person, 5 acts RKO vadueville. **Gross:** $11,000. (Average, $15,000.)

"HONEYMOON LANE" (Para.)
UNITED ARTISTS—(2,100), 35c-65c, 7 days. **Gross:** $4,500. (Average, $13,500.)

"NIGHT NURSE" (Warners)
WARNER BROS. DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $12,200. (Average, $15,000.)

"NIGHT NURSE" (Warners)
WARNER BROS. HOLLYWOOD—(3000), 7 days, 35c-50c. **Gross:** $13,600. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

Weisfeldt-Wilson Row Goes to Court

(Continued from page 1)

resigned a few months ago. He had been vice-president in charge of distribution since inception of the company. The case will be heard in Supreme Court, New York. Ira J. Schuster is attorney for the plaintiff.

Frank R. Wilson could not be reached last night for a statement on the Weisfeldt action.

"BUY RIGHT—BUT BUY NOW"

Brilant a Legit Producer

Arthur Brilant, veteran publicist and exploiteer, leaves Columbia today to work on production of his play, "Clara Deane" in association with Stanley Sharpe, former Ziegfeld general manager. Rehearsal is to start in about two weeks.

That Party

It was a case of leather tongues and big heads in the Fox advertising and publicity department yesterday and all of it was traceable to the bachelor dinner given to Abe Goodman and Charlie Goldie the night before.

* * *

Jawn McGrail was chairman of the arrangement committee—also chairman of the committee which escorted Gregory Dickson, the toastmaster, home. After trying eight apartment houses, and being ejected from three, they left the toastmaster on a marble bench. It was the right house. He found out the next morning.

* * *

Abe answered the phone every fifteen minutes. Pearl wanted to know how he was behaving. He didn't know himself from 9:40 on.

* * *

The toastmaster sat down—twice—and missed the chair each time.

* * *

Goldie intended to go home after the party. He says so himself.

* * *

Dan Dougherty gave the prospective bridegroom his blessings—and advice. The third young Dougherty arrived at his home about seven hours before the party started. Dan was doing well when last seen.

* * *

Early Friday morning Harry Lewis was in favor of prohibition.

One guy lost his vacation money in a crap game.

* * *

Yep, it was a swell party but most of the Fox publicity and advertising boys hope no more guys decide to get married this summer. It's too hot—for bachelor dinners.

"BUY RIGHT—BUT BUY NOW"

W. E. Wins Writ in Pacent Buffalo Suit

(Continued from page 1)

ducing equipment in the Broadway Theatre infringed three patents of the Western Electric Reproducing System. Execution of the injunction is delayed provided the defendant posts a $5,000 bond and within 20 days perfects his appeal to the higher court. The defense in the infringement suit was conducted by Warner Brothers.

Former Federal Judge John R. Hazel, of Buffalo, was appointed Special Master to determine the amount of damages and the major part of the litigation costs were assessed against the defendants.

Western Electric is appealing that part of Judge Galston's decision in the infringement action which declared the Lowenstein grid-bias patent invalid and also the ruling that the Blattner patent was not infringed upon by the Pacent equipment. The Lowenstein patent was declared valid by Judge Winslow of the Federal District Court in 1926.

"BUY RIGHT—BUT BUY NOW"

Says U. S. Faces Loss of Far East

(Continued from page 1)

ing increasingly popular in Japan. Although they are strongly propagandist, the stories are good and the photography fine. Hollywood "is out of date in Japan as regards these details," the doctor continued, warning American producers "they'd better watch out or they'll lose the Japanese market."

Loew's Going Into "Philly," Belief There

(Continued from page 1)

Paramount's experience last year in battling Warners in this territory, however, the long-term idea is said to present obstacles. For Paramount, the local film row feels, did not do as well with its Keith's theatre and independent outlets as it would have in a deal with Warners.

The break between M-G-M and Warners came when the latter refused to play percentage in all its situations, as was reported demanded by M-G-M.

When asked whether Loew's would go into the Philadelphia field, Col. E. A. Schiller yesterday replied:

"How've you been? Hasn't the weather been hot?"

"BUY RIGHT—BUT BUY NOW"

Peerless Getting Set In Most Key Spots

Peerless Productions has made preliminary arrangements for territorial distribution in most keys and in cities where satisfactory deals cannot be made will open its own exchanges, according to Adolph Pollak, general manager, who returns today from a national tour. The firm will have 24 releases.

"BUY RIGHT—BUT BUY NOW"

Europe-Bound

En route to Europe today are Jeanette MacDonald, P. J. Mandell of Warners, Lotti Loder, actress, and Hal Skelly, actor. Al Rockett, Fox associate producer, leaves shortly for the other side and will return to the Coast at the end of October.

$17,500 High For "Lie" in Denver Heat

Total $18,500 for 5 Theatres

Denver—Despite excessive heat, the Denver rolled up $17,500 with "The Magnificent Lie," which was $2,500 above average. Rains cooled the temperature in the latter part of the week. The Aladdin with "Broadminded" also had a good week at $8,000. "Son of India" at the Paramount also topped average at $11,500 and "The Smiling Lieutenant" did well in second run at the Rialto, where it was spotted in immediately following its week at the Paramount. "Sweepstakes" was off at the Tabor.

Estimated takings for the week ending July 30 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco "Sketches" Idea: Fred Schmitt and orchestra. **Gross:** $17,500 (Average, $15,000.)

"BROADMINDED" (F. N.)
HUFFMAN'S ALADDIN—1,500), 35c-50c-75c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"SWEEPSTAKES" (RKO-Pathe)
HUFFMAN'S ALADDIN—(1,500), 35c-50c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"SON OF INDIA" (M-G-M)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $11,500 (Average, $11,000.)

"THE SMILING LIEUTENANT" (Para.)
RIALTO—(1,040), 25c-35c-50c (2nd run), 7 days. **Gross:** $3,500. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

Seek Anti-Picketing Writ

Napa, Cal.—Claiming they picketed in front of his theatre, J. N. Tocchini, owner of the State, is seeking a court injunction and $1,000 damages.

NEW YORK
1540 BROADWAY
BRYant 4712 . . .

LONG ISLAND CITY
154 CRESCENT STREET
. . . . STIllwell 7940

EASTMAN
FILMS

J. E.
BRULATOUR
Incorporated

CHICAGO
1727 INDIANA AVENUE
CALumet 2691 . . .

HOLLYWOOD
6700 SANTA MONICA BLVD.
. . . HOllywood 4121

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 54 NEW YORK, MONDAY, AUGUST 3, 1931 TEN CENTS

Ruth Stays at Warner Under Ironclad Pact

Will Not Be "Farmed" to Any Other Firm

Ruth Chatterton joins Warners in the fall MOTION PICTURE DAILY learns, despite varied reports that she might remain with Paramount.

Her contract, it is understood, is ironclad insofar as her services are concerned and does not permit the Warners to "farm" her to any other studio. As a matter of fact, the agreement is said to embrace a clause that makes such procedure impossible.

"BUY RIGHT—BUT BUY NOW"

"Films Only" After Seattle Union "Jam"

SEATTLE — The Fox Paramount, closed four weeks ago by Fox West Coast Theatres, Inc., because of differences that the circuit is having locally with musicians, operators and stagehands' unions, has again been opened, according to an announcement made by Robert W. Bender, Fox division manager in this territory.

It is understood that the theatre

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Good Films, Cool Houses Beat Heat

MINNEAPOLIS — Another stretch of real hot weather has convinced Minneapolis theatre-men that the vagaries of the thermometer make little or no difference at the box office.

While it is true that a score or more of bathing beaches do a tremendous opposition business when the thermometer begins to hit the high spots, there are those who say that nothing drives the public out of hot flats and apartments like a good hot spell and for those who haven't formed the swimming habit the natural mecca

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Six Films With Music on Fox List

At least six of the 48 pictures on the 1931-32 line-up will introduce music numbers. These include: George and Ira Gershwin's "Delicious" with Janet Gaynor and Charles Farrell; George (Buddy) de Sylva's "Merely Mary Ann" with Janet Gaynor and Charles Farrell; "In Her Arms," adapted from "Fazil," and "Young As You Feel" with Will Rogers.

Favors "Buy Now"

St. Louis—Warners favor the "Buy Right——But Buy Now Movement" it was indicated by Abel Cary Thomas, company counsel, when he said that while under the stipulation in the St. Louis Amusement Co., receivership case no Warner-First National contracts will be made pending its outcome, contracts will be made with other distributors.

10 Week Tour For Legit on Coast, Is Plan

LOS ANGELES—Fox West Coast will attempt to revive legitimate drama on the Coast offering one night stands in its key picture houses. If the plan is successful it will be spread over the entire circuit, it is said. Such a move would make a ten-week circuit for legit on the West Coast.

The first show sought for one-night stands is Ethel Barrymore in 'A School for Scandal." Negotiations with the star have hit a snag, it is stated, due to percentage demanded by the star, but other deals are on

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Fight for Vaude At Memphis Up

MEMPHIS—No further action has been taken in the alleged "vaudeville war" between civic leaders and theatre officials in Memphis, according to A. E. Weinstein, attorney and chairman of the resolutions committee for the Council of Civic Clubs. Wein-

(*Continued on page 3*)

"PHILLY" SHOWMEN ASK ARBITRATION

Chi Showmen Running Own Projectors

CHICAGO—Scores of Chicago exhibitors will dispense with operators today and run their own projection machines, accepting the protection of state's attorney's police for their theatres in order to prevent possible union retaliation.

An offer of police protection for any theatre dispensing with its operators was made by the state's attorney's office two weeks ago and has

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Stage Shows to End Twin Bills in N. J.

Progress is being made by New Jersey exhibitors in re-establishing vaudeville and presentations as a move to eliminate double features. At the last meeting of Allied Theatre Owners of New Jersey a committee was appointed by Sidney Samuelson, president, to discuss terms with vaudeville

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Says West Can't Change Todd Name

HOLLYWOOD—Hal Roach threatens suit against Roland West for changing of Thelma Todd to Alison Lloyd in billing "Corsair," just completed on the Coast for United Artists re-

(*Continued on page 3*)

Petition Exchanges for Voluntary 1-1-1 Plan For Disputes

PHILADELPHIA—Return of arbitration to this territory is being sought by the M.P.T.O. of Eastern Pennsylvania, which is petitioning exchanges to aid in setting up arbitration machinery for its members.

A voluntary system of arbitrating disputes is sought and letters have been sent to all exchanges asking their co-operation in establishing it to end costly litigation and unsettled conditions which have followed in the wake of the abandonment of the arbitration system, due to the arbitration decree.

Under the plan, members of the unit propose that all disputes with exchanges be submitted to a board of three members.

Each case would have its individual

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Dreiser Denied Writ To Halt "Tragedy"

Theodore Dreiser lost the first round in his fight to prevent Paramount from showing "An American Tragedy," which is expected to mean that the film will have its premiere Wednesday at the Criterion as scheduled. Dreiser Saturday was denied a

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Ellman Promoting Studios at Chicago

CHICAGO—Financing is reported to have been obtained for Hollywood-Chicago Studios, an independently promoted production organization and recreation center, which is expected to be in readiness here by the time of the 1933 World's Fair.

Henri Ellman, Chicago film exec-

(*Continued on page 3*)

"BUY RIGHT—BUT BUY NOW"

Many Ohio Towns Get First Sunday Shows

CLEVELAND—Sunday shows were presented for the first time or the first time in years yesterday at a number of Ohio towns, under the new law which makes such shows a matter of local option. Provisions of the law enable presentation of Sunday shows in any municipality except where they are expressly prohibited by local ordinance.

M-G-M, Loew's Have Feet on Ground, Going Ahead-Mayer

HOLLYWOOD—M-G-M is not undergoing any shake-up, regards the value of name players as it always has, just as it regards the valuable services of all important elements of production and is going right ahead as before. Louis B. Mayer declared in hitting reports of a shake-up, which followed release of Adolphe Menjou, Marjorie Rambeau, Charles Bickford and others.

"There is no reason to be panicky," said Mayer. "Picture receipts are down a little but not much and the ground under our feet is as solid as ever.

"Nicholas Schenck feels the same about the situation," he continued, "and is going on as Marcus Loew did —solidly and steadily, with no over-expansion to regret and no theatres to turn back. He has an organization built over the years which functions in yes or no fashion. Here we function exactly the same. There is no place here nor anywhere for incompetents. What is needed is hard work, ability and sincerity."

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 3, 1931 No. 54

MARTIN QUIGLEY
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MAURICE KANN
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Fox M'g'rs in West In New Assignments

HOLLYWOOD—Changes in the operating personnel of Fox West Coast Theatres include these:

HARRY BAILEY replaces R. P. BORST as Manager of the Belmont.

R. P. BORST replaced HARRY BAILEY as Manager of Boulevard.

LOUIS GOLDEN has been appointed manager of the Jewel & Crystal Theatres.

RALPH McGOWAN replaces CHARLES JONES as manager of Alexander, Glendale.

CHARLES JONES will be appointed manager of the Westwood Theatre, Westwood, when it is opened.

BOB CUZAN replaced R. G. HAINES as manager of the Embassy.

RAY EDWARDS replaces DANIEL McGREW as manager of Rosemary, Ocean Park.

RICHARD SPIER is manager of the Paramount & California Theatres.

ALBERT STETSON transferred to Fox, Phoenix, as manager.

HAROLD STETSON replaces ALBERT STETSON as manager of Fox and Lyric in Tucson with supervision over Nogales.

OLIVER THOMPSON temporarily manager of Grand, Douglas, Ariz., under supervision of WILLIAM HUGHART.

J. R. ALLEN replaces HAROLD MURPHY at Olympia, Wash.

J. B. FRONKIER replaces GEO. GOODWIN as manager of Strand, Hays, Kans.

C. A. STEWART replaces J. B. FRONKIER as manager of Whiteway, Fredonia, Kans.

H. E. ULRICH replaces C. E. MORRIS as manager at Springfield, Mo.

DON FARQUHARSON replaces LLOYD RICHMOND as manager of Kennedy, Kirksville, Mo.

"BUY RIGHT—BUT BUY NOW"

Reopens August 28

The Hollywood, New York, reopens August 28 with "Alexander Hamilton."

"BUY RIGHT—BUT BUY NOW"

New Long Beach House

Rugoff and Becker are building a new 3,300-seat theatre at Long Beach, L. I. They also operate theatres in Brooklyn.

"BUY RIGHT—BUT BUY NOW"

Beery-Cooper to Team

HOLLYWOOD—Wallace Beery and Jackie Cooper are to be teamed in a prize fight story to be directed for M-G-M by King Vidor. The title is "The Champ" and the story is an original by Frances Marion.

Off the Record

IN Hollywood, Dave Selznick is making his office pro tem with Brother Myron at the Selznick-Joyce agency headquarters.

In New York, Walter Wanger makes his office, also pro tem, with Leland Heyward and the American Play Company.

Myron represents American Play on the Coast. American Play represents Myron in New York.

Any wonder the snap-judgment boys are tying Dave and Walter in on the same production jaunt?

●

Max Balaban is a high muckamuck with Balaban & Katz, which is controlled by Publix and, therefore, has more than a passing interest in Paramount product. Yet that didn't deter him from sending a spontaneous wire to Jimmy Grainger praising "Bad Girl."

The circumstances being what they are, Jimmy is pleased. Well, why not?

●

It hasn't been a bed of roses. For instance, reflecting what Paramount feels is the statement made to his western sales force by John D. Clark in "20th Birthday Jubilee News," official organ of the Paramount distribution department:

"All of us, production, distribution and theatre departments, have passed through what we believe to be the toughest season of our experience. . . ."

●

Officials of film exchange circles in Toronto are agreed that the Beauharnois Power Scandal is the best thing that could have happened from the viewpoint of the film trade in Canada. The Beauharnois revelations before the Parliamentary Committee immediately took public attention from the Peter White film probe report in which White declared the film companies were participants in a trade combine. The film tangle was forgotten at once when the news came out that numerous politicians, including senators, had benefitted to the extent of around $5,000,000 through the distribution of slush funds by the promoters of the Beauharnois power project. Everything else, including the alleged film combine, has dwindled into insignificance in the light of Beauharnois developments.

●

"Sunnyside Up" came off the Roxy screen after six days and "Transatlantic" put in. That supplies some sort of an answer about musicals and whether or not they will go.

U. A. Dates Three

United Artists has set release dates on the first three of its 1931-32 pictures as follows: "The Unholy Garden," September 5; "Palmy Days," September 26; "Street Scene," October 17.

"Marcheta" Dix's Next

HOLLYWOOD—Richard Dix will do "Marcheta" instead of "Frontier," immediately following his completion of "Secret Service." "Frontier" has been moved back, Irene Dunne is to co-star in "Marcheta" which Victor Schertzinger will direct.

Small Gain Shown on Stock Market

	High	Low	Close	Net Change	Sales
Eastman Kodak	137¼	134⅜	136½	+1⅛	500
Fox Film "A"	15⅝	15⅝	15⅝	— ⅝	200
General Theatre Equip. new	3¾	3⅝	3⅝	.....	200
Loew's Inc.	46¾	45⅞	46¼	— ⅜	800
Paramount Publix	23½	23¼	23⅜	.....	1,000
Pathe Exchange	1⅝	1⅝	1⅝	+ ⅛	100
R K O	14⅛	14	14	+ ⅛	200
Warner Bros.	7	6¾	7	+ ¼	600

Curb Issues Quiet

	High	Low	Close	Net Change	Sales
General Theatre Equip. pfd.	65⅛	65⅛	65⅛	.....	200
National Screen Service	19½	19½	19½	—1¾	100
Trans Lux	5¼	5¼	5¼	.....	100

Bond List Unsteady; Keith Off 2

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	30	30	30	.....	15
Keith B. F. 6s '46	66	66	66	—2	1
Loew's 6s '41 ex war	97¾	97¾	97¾	+ ⅝	2
Paramount Broadway 5½s '51	102½	101¾	102½	+ ½	6
Paramount Publix 5½s, '50	76½	76	76½	+ ½	4
Pathe 7s '37 ww	89⅝	89¼	89⅜	— ⅛	6
Warner Bros. 6s '39wd	43⅛	43⅛	43⅛	.....	1

Purely Personal

P. M. MANDER, assistant general manager of Pittaluga, Italian firm, is returning to Europe carrying with him a warm glow of friendship for American producers and distributors, for the fine reception accorded him in New York.

NAT FURST, RKO Pathe branch manager in New Haven, came out first in the Johnny Farrell golf reels sales contest. Nat came to New York Saturday to receive the award, a deluxe bag of sticks, from A. H. Schnitzer, short subjects sales manager on Ned E. Depinet's staff. The competition was keen with Furst and Ross Cropper, of Boston, running neck and neck. Furst won with a 2½ per cent lead over Cropper.

PAULINE GARON arrived in Montreal from Hollywood for a holiday. This is how she has been "resting": Made personal appearances at Loew's Theatre, Montreal, three times daily for seven days; supervised a Garon Resemblance Contest; attended numerous civic, social and sport functions and made scheduled visits to stores—all in one week. Last week was split, with three days at the Capitol Theatre, Quebec City and three at the Capitol Theatre, Three Rivers, Quebec. Poor Caroline!

"BUY RIGHT—BUT BUY NOW"

Sound Films High in Educational Value

Sound pictures are twice as effective as silents in educational work it is indicated by a nationwide visual educational test made by the United States commissioner of education made public today.

The report shows that the boys and girls, from the District of Columbia and 47 States, answered correctly, on an average, 19 more questions out of 50 on each test after seeing sound educational pictures, prepared by Fox, than they did before. This is an average gain of 38 per cent.

The only other test comparable to this, but using silent film, was conducted by Dr. David C. Knowlton in 1928. This experiment showed an average gain of 19 per cent.

"BUY RIGHT—BUT BUY NOW"

Minimum of 18 From Big 4 Firm

Big 4 Film Corp., will have a minimum of 18 pictures for 1931-32 release, states President John R. Freuler, who is in New York from the Coast. There will be six starring Bob Custer, six starring Buzz Barton, six melodramas and possibly some specials, Freuler states.

"BUY RIGHT—BUT BUY NOW"

Epics Gets "Ghost" Series

Talking Picture Epics has acquired "Ghosts of Other Days," a new series of shorts, produced by George J. Lancaster. The first of the series is "Ghost Town."

"BUY RIGHT—BUT BUY NOW"

Dorsay on RKO Hour

RKO'S next broadcast will be sent out from the Sky Salon at the St. Moritz Hotel. Fifi Dorsay, film star, will appear in the broadcast Aug. 7.

Philly Exhibs In Move for Arbitration

(Continued from page 1)

board under a 1-1-1 system. One member of such board is selected by the exhibitor, one by the distributors and these two agree upon a third disinterested party. There is no machinery for enforcement, the litigants being only morally bound to carry out decisions of the board.

The proposed system worked out successfully recently in a case involving Columbia and the Kenwick Theatre.

"BUY RIGHT—BUT BUY NOW"

Stage Shows to End Twin Bills in N. J.

(Continued from page 1)

agents and musicians' and stagehands' unons. Two theatres recently adopted the policy and at least 25 more are expected to follow before the end of the summer.

Instead of holding meetings in New York as heretofore, the Jersey unit has decided to make Asbury Park meeting headquarters for the summer.

"BUY RIGHT—BUT BUY NOW"

Fight for Vaude At Memphis Up

(Continued from page 1)

stein declared that nothing had been done pending the action to be taken at a meeting of the Council representatives and theatre operators to be held early this week.

Last week the Council of Civic Clubs, with 25,000 members, sponsored a movement to force downtown Memphis theatres to bring back vaudeville. Threat of boycotting the houses unless vaudeville was restored in two theatres, was hinted at by Weinstein.

"BUY RIGHT—BUT BUY NOW"

Stage Shows Dropped In Stagehand Row

NEW ORLEANS—Production overtures, bringing into play the Saenger pit orchestra, will replace the local stage shows at the Saenger here, due to a disagreement between the management and the stagehands' union as to the number of stagehands who must be employed.

"BUY RIGHT—BUT BUY NOW"

New Mexico Wars On Road Billboards

SANTA FE, N. M.—New Mexico has declared war on billboards and other roadside advertising within the rights of way of highways of the state. All signs illegally existing have been ordered turned down.

"BUY RIGHT—BUT BUY NOW"

Winnipeg Hits "Walkies"

WINNIPEG—Authorities have taken action against the "walkies" under the Lord's Day Act, two marathons having 38 competitors between them being ordered stopped because the contests were continued over Sunday. The police threatened the cancellation of the $500 license fee of one theatre where a march was in progress unless the competition was immediately halted.

Ellman Promoting Studios at Chicago

(Continued from page 1)

utive, who is identified with the studio and recreation project, states that construction will begin on the proposed units within 30 days, although he declines to identify the financial backers.

The project, according to Ellman, will consist of a main studio building, 450x400 feet, and two smaller studio buildings; an open air cafe and dancing pavilion with accommodations for 3,500; an open air swimming pool with accommodations for 2,000, a large radio broadcasting station, and other amusement and recreation concessions.

The project will be located, it is said, on an 80-acre tract at 109th Street and Harlem Avenue, on the southwest city limits, and will accommodate 25,000 persons. According to present plans, twelve talking features and 52 short subjects will be produced in 1933 for commercial distribution.

The project, according to Ellman, will be maintained as a permanent production and amusement center.

"BUY RIGHT—BUT BUY NOW"

Says West Can't Change Todd Name

(Continued from page 1)

lease. Roach has built Miss Todd as a comedy star, and she is still under contract to him and feels that the proposed change in name will be injurious in the series of comedies in which she is to be co-starred with Zasu Pitts. Miss Todd was loaned to West for the one picture. West changed her name to "remove the comedy lot stigma."

"BUY RIGHT—BUT BUY NOW"

Boston Censor Blast Arouses Theatre Ire

BOSTON—City Censor John M. Casey has aroused the ire of managers here as a result of a radio broadcast in which he declared censorship was necessary because producers offer little else but the glorification of indecency and immorality.

The official censor later modified his declaration a bit by declaring the legitimate stage to be the worst offenders. He declared it the duty of the mayor and licensing board to protect the masses rather than any particular class and scored "cultured and artistic" citizens who protested that the stage should be true to life.

"BUY RIGHT—BUT BUY NOW"

Censorship Tried By Hastings Mayor

HASTINGS, Neb.—Two months' trial of censorship is under way here. A two-man board responsible to him has been appointed by Mayor William Madgett. There are two Publix and two independent houses here.

"BUY RIGHT—BUT BUY NOW"

Publix-Kincey Adds

CONCORD, N. C.—Publix-Kincey Theatres, of Greensboro, has secured a long lease on the Paramount here from J. A. Cannons, states H. F. Kincey. William E. Cooper, of Durham, has assumed management of the theatre which will be improved.

Chi Showmen Running Own Projectors

(Continued from page 1)

been accepted by several theatres. Monday's action, however, comes as the first concerted move on the part of Chicago exhibitors against the union.

Virtually every Chicago operator has been working on two week's notice since the first of the summer. The "notice" requirement for Monday's action, therefore, has been complied with.

Numerous Chicago exhibitors not aligned with the "layoff" action fear a general walkout of theatre union employes.

Formal return of the indictments, prepared some time ago, of five officials of the operators' union and Jack Miller and Joe Maloy, was made last week. Bail will be set in criminal court today.

The corporation counsel has acted on the recommendation of Assistant States Attorney Charles Lounsbury for the revocation of city licenses of "permit" operators, for the issuance of which Joe Maloy, city examiner, has been indicted for malfeasance in office. The corporation counsel's report will be given to Mayor A. J. Cermak within the next day or two.

"BUY RIGHT—BUT BUY NOW"

"Mother's Million" It Was and Now Is

After changing the original title on two different occasions, Universal has decided to retain "Mother's Millions" as the final name of that picture. The picture was produced by Liberty Productions under that name, but when Universal took it over for distribution the title was changed to "The Wolf of Wall Street." People kept away from the theatres. Then it was changed to "She Wolf" and that title didn't seem to click with the ultimate decision to change it back again to the working name.

"BUY RIGHT—BUT BUY NOW"

Siegel to Continue As Theatre Operator

Henry Siegel, independent exhibitor, who planned to become an independent producer provided he sold his three theatres in Brooklyn, has called off the producing project. The deal for disposition of his trio of houses to Sol Brill and Morris Kutinsky has hit the skids. Thus, Siegel will continue to devote his time to theatre operation. He is now dickering for new product with the various film companies.

"BUY RIGHT—BUT BUY NOW"

Trans-Ocean Television

SCHENECTADY — General Electric yesterday broadcast television pictures in the first trans-Atlantic attempt. It was hoped the pictures would be recorded in Berlin.

"BUY RIGHT—BUT BUY NOW"

Selznick Under Knife

Myron Selznick is at a New York hospital following an operation for appendicitis.

10 Week Tour For Legit on Coast, Is Plan

(Continued from page 1)

with Mrs. Leslie Carter in "The Shanghai Gesture," Walker Whiteside in "The Typhoon," Billie Burke in "The Vinegar Tree," Joe E. Brown in "Elmer the Great," and others.

If the Barrymore contract is completed the troupe will open here and then swing to San Diego, Santa Ana, Pasadena, Glendale, San Bernardino and Santa Barbara.

"BUY RIGHT—BUT BUY NOW"

Dreiser Denied Writ To Halt "Tragedy"

(Continued from page 1)

temporary injunction to halt the picture version of his story which he says is not a film of his story at all but rather a murder story of what was intended to be an indictment of society.

In denying application for the temporary writ, Judge Graham Witschief in White Plains said Paramount had met its agreement with the author, although it has not established that the letter and the script of the novel have been adhered to.

The production of the picture Justice Witschief said cost $500,000. Dreiser received $138,000 for the rights and the right to alter the story.

Opinions of critics that the picture is a true representation of the letter and spirit of the picture were submitted by the Paramount Publix in refutation of Dreiser's allegations that its social and psychological points were ignored.

"BUY RIGHT—BUT BUY NOW"

Stanley-Warner to Keep Keith's Open

PHILADELPHIA—In spite of contrary report, Stanley-Warner company will try to keep open Keith's theatre, recently acquired from the Moon Amusement Co., as a part of the Paramount-Warner reconciliation deal.

The house did good business during the winter and spring season, but lack of refrigeration has been holding down summer trade. Although the Stanley-Warner outfit has darkened the Boyd, a de luxe, cooled theatre of 2,400 capacity, indication of the Keith's policy comes with the announcement that "The Woman Between," a Radio film would be opened there today.

While originally intended as a legitimate house, and still being controlled by the Shuberts, Keith's has one of the best locations in town, being within two squares of practically every large department store in Philly and being right in line for a good matinee drop-in trade.

"BUY RIGHT—BUT BUY NOW"

Add New Props

HOLLYWOOD — Production activities at the RKO Pathe studio have made necessary the enlargement of the studio property department under George Sawley. Eighteen truckloads of new furniture have been delivered to the new department within the last week.

You Said a Mo

TRAVELAUGHS · SCRA

Every dollar and every facility at Columbia's command has been devoted to the creation of new ideas in unique novelties and our untiring search to give you the best in comedy feature shorts.

•

WALTER FUTTER'S
TRAVELAUGHS
with
JOHN P. MEDBURY

World's Greatest Newspaper Columnist

Medbury, in his fast rapid-fire comment, will hand you laughs from the four corners of the globe. You laugh while you travel around the world.

•

A built-up reader audience of twenty million people through the daily news columns of more than three hundred newspapers—including seventeen Hearst papers—plus one hundred million radio fans from coast to coast. A genuine box-office bet!

You'll laugh till you're blue in the face!

NIFTY LAUGHS
ZIPPY LAUGHS
PEPPY LAUGHS

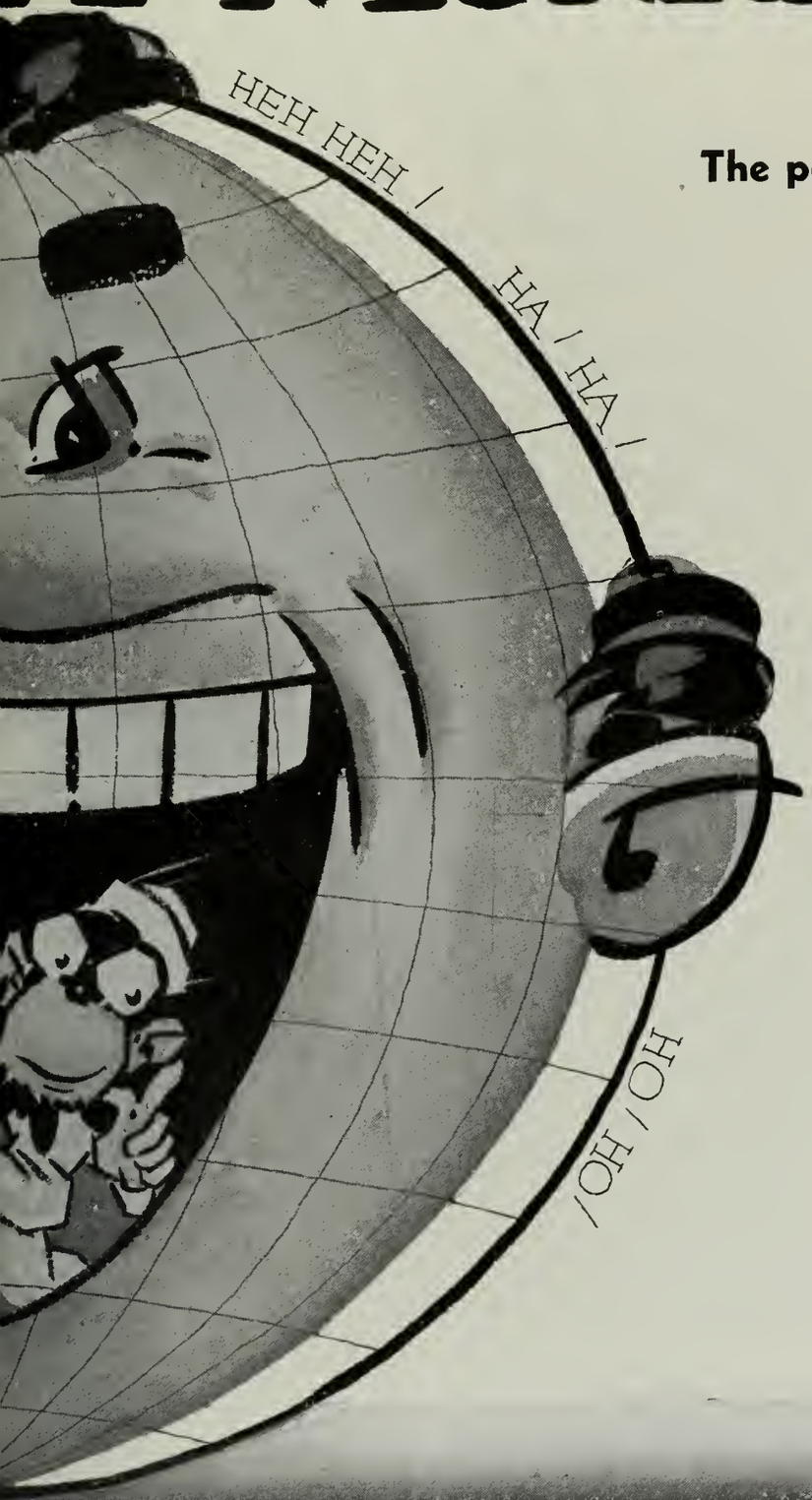
TRAVELAUGHS

Produced by Wafilms, Inc.



Columbia has the best short fe

ithful..you can't beat 'em!
PY·MONKEYSHINES·



The personification of a million kids in one!

SCRAPPY

We'll say he's scrappy. Chuck full of wiggle, wriggle, giggle, mischief.

•

The most pestiferous lovable imp that ever galloped into the hearts of an audience.

•

Frisky, frolicsome, frivolity of facetious youth. Unique bit of genius that makes the whole world kin.

A new idea in sound cartoons

Produced by CHARLES MINTZ

Creator of Krazy Kat

BRYAN FOY

MONKEYSHINES

ANIMAL COMEDIES

The greatest variety of trained animal actors ever screened.

•

The big American family audience will fall "head over heels" in love with them.

SOMETHING NEW IN SHORT FEATURES

COLUMBIA PICTURES
GEMS OF THE SCREEN

ures..the box office Proves it!

All 1st Runs Over Average In St. Paul

Total $33,300 for 4 Theatres

ST. PAUL—Business is good in St. Paul, which benefitted by the break of the heat wave. " A Free Soul" at the Paramount with a take of $9,500 was the best performer of the week. "The Miracle Woman" went to $13,000 at the RKO Orpheum and "Smart Money" got $8,000 at the Riviera, with "The Secret Call" climbing to $2,700 at the Tower. A good week all around with every stand above average.

"A FREE SOUL" (M-G-M)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $9,500. (Average, $7,500.)

"SMART MONEY" (Warner)
RIVIERA—(1,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

" THE MIRACLE WOMAN" (Col.)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Bob Hope heading four acts. **Gross:** $13,000. (Average, $12,000.)

"THE SECRET CALL" (Para.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,700. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

Minneapolis Gives Hand To Shannon

Total $52,000 for 5 Theatres

MINNEAPOLIS—Peggy Shannon copped top honors from a percentage standpoint when the heat wave broke in midweek. She pushed the gross of the Lyric up to $3,500 with "The Secret Call." Barbara Stanwyck was strong in "The Miracle Woman" at the RKO Orpheum and "The Magnificent Lie" came through nicely at the Minnesota.

Estimated takings for the week ending July 31 and year-round weekly averages:

"FIVE AND TEN" (M-G-M)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"THE SECRET CALL" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $3,500. (Average, $2,500.)

"THE MAGNIFICENT LIE" (Para.)
MINNESOTA—(4,000), 30c-75c, 7 days. Allan and Canfield, heading vaudeville. **Gross:** $22,000. (Average, $20,000.)

"THE MIRACLE WOMAN" (Col.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Frank Richardson heading four acts. **Gross:** $16,000. (Average, $14,000.)

"I TAKE THIS WOMAN" (Para.)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Sandwich Men Out

MILWAUKEE, WIS.—With the passage by the common council of an ordinance prohibiting sandwich men from carrying signs on their shoulders on the city's streets advertising merchandise, theatres in the future will be unable to publicize their pictures in this manner. The ordinance does not pertain to strike pickets.

Heat Is Big Card of Week At Seattle

Total $40,000 for 5 Theatres

SEATTLE—With continued hot weather, business at local stands again was below normal. There were no outstanding performances by any of the cards offered.

Estimated takings for the week ending July 31 and year-round weekly averages:

"BIG BUSINESS GIRL" (F. N.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, $3,500.)

"PARTY HUSBANDS" (F. N.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,000. (Average, $2,500.)

"THE BLACK CAMEL" (Fox)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $11,000. (Average, $12,000.)

"RAINBOW'S END" (Tiff.) and "MONSTER OF THE DEEP" (Talk. Pic. Epics)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"NIGHT NURSE" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"SWEEPSTAKES" (RKO Pathe)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaudeville. **Gross:** $12,000. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

'Common Law' Rocks Philly With $44,000

Total $132,400 for 8 Theatres

PHILADELPHIA — "The Common Law" was the smash attraction at local stands grabbing off $44,000 at the Mastbaum, which is big business in the middle of summer. "The Son of India" with $21,000 did well at the Earle and "Night Nurse" was strong at the Karlton where, in a second run after its big Mastbaum showing, the picture got $6,200.

Estimated takings for the week ending July 30 and year-round weekly averages:

"FORBIDDEN ADVENTURE (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,200. (Average, $3,000.)

"SON OF INDIA" (M-G-M)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $21,000. (Average, $18,000.)

"NIGHT ANGEL" (Para.)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $22,500. (Average, $26,000.)

"NIGHT NURSE" (Warners)
KARLTON—(1,000), 40c-50c, (2nd run) 6 days. **Gross:** $6,200. (Average, $5,000.)

"CONFESSIONS OF A CO-ED" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $17,000. (Average, $15,000.)

"THE COMMON LAW" (RKO-Pathe)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $44,000. (Average, $40,000.)

"THE RECKLESS HOUR" (F. N.)
STANLEY—(3,700), 35c-50c-75c, 7 days. **Gross:** $12,000. (Average, $18,000.)

"MURDER BY THE CLOCK" (Para.)
STANTON—(1,700), 25c-65c, 6 days. **Gross:** $7,500. (Average, $11,000.)

Albany Heat Can't Block 'Common Law'

Total $24,500 for 4 Theatres

ALBANY—"The Common Law" was the best money-getter in Albany during the week, in fact panning out so well at Proctor's R-K-O, that the usual policy of three day booking was extended so that the picture ran the entire week, although the vaudeville end of the program changed on Wednesday. Despite the mercury that touched 97 one day during the week and hovered in the nineties during the remainder of the week, "Common Law" played to $6,900 for the week, which is above normal, by $900.

Other business was below normal.

Estimated takings for the week ending July 30 and year-round weekly average:

"ANNABELLE'S AFFAIRS" (Fox)
HARMANUS-BLEECKER HALL (2,300), 35c-50c, 6 days. **Gross:** $7,100. (Average, $10,000.)

"STEPPING OUT" (M-G-M)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $4,800. (Average, $6,000.)

DEFENDERS OF THE LAW" (Standard) and "THE FLOOD" (Col.)
RITZ—(1,146), 25c-35c, 4 days. **Gross:** $3,900. (Average, $4,500.)

"THE COMMON LAW" (R-K-O Pathe)
R-K-O PROCTOR'S—(1,500), 20c-60c, 6 days. **Gross:** $6,900. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Providence Still Goes For Bargain

Total $43,900 for 5 Theatres

PROVIDENCE—Offering a dual bill, "Chances" and "Broadminded," the Majestic cleaned up again this week, grossing $13,000, three grand above average. While Loew's State also grossed $13,000 with "The Great Lover," it went below par by $5,000.

For the first time in weeks, the RKO Albee showed signs of improvement. Playing "The Common Law," it hit the $8,500 mark, slightly under average. Its sister house, the RKO Victory, had "The Public Defender" and took in $3,400, while the Paramount was able to get only $6,000 out of "Forbidden Adventure."

Estimated takings for the week ending July 30 and year-round weekly averages:

"CHANCES" (F. N.) and "BROADMINDED" (F. N.)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $13,000. (Average, $10,000.)

"THE GREAT LOVER" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $13,000. (Average, $18,000.)

"THE COMMON LAW" (Radio)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $8,500. Average, $9,000.)

"THE PUBLIC DEFENDER" (Radio)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $3,400. (Average, $6,500.)

"FORBIDDEN ADVENTURE" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $6,000. (Average, $10,000.)

$15,900 Puts "Lie" in Lead At Portland

Total $41,400 for 5 Theatres

PORTLAND—"The Magnificent Lie," aided by a strong stage show, street parade and other heavy plugging, ran the gross of the Paramount up to $15,900, demonstrating that exploitation can bring 'em in despite torrid weather. "Night Nurse" at the Music Box rounded out a 12-day run, getting $3,300 for its last five days or $7,800 on the full run. "Annabelle's Affairs" at the Fox Broadway went only six days.

Estimated takings for the week ending July 29 and year-round weekly averages:

"ANNABELLE'S AFFAIRS" (Fox)
FOX BROADWAY—(1,912), 25c-50c, 6 days. **Gross:** $4,500. (Average, $5,000.)

"THE GREAT LOVER" (M-G-M)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,500. (Average, for full week, $4,000.)

"MISBEHAVING LADIES" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,200. (Average, for full week, $4,000.)

"NIGHT NURSE" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 25c, 5 days. **Gross:** $3,300. (Average, for full week, $5,000.)

"RESURRECTION" (Univ.)
HAMRICK'S MUSIC BOX—(1,800), 25c, 2 days. **Gross:** $2,200. (Average, $5,000.)

"THE MAGNIFICENT LIE" (Para.)
PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M.'s "Circus Days" **Gross:** $15,900. (Average, $12,000.)

"THREE WHO LOVED" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $10,500. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

"Night Nurse" Wows Buffalo With $26,500

Total $81,300 for 5 Theatres

BUFFALO—"Night Nurse" effectively beat the heat and gave Shea's Buffalo a take of $26,500, which is the best week the house has had since the summer began. A sensational stage show saved "A Son of India" at the Great Lakes and at that the house was under average.

Estimated takings for the week ending July 31 and year-round weekly averages:

"NIGHT NURSE" (Warners)
BUFFALO—(3,300), 30c-65c, 7 days. Publix stage show. **Gross:** $26,500. (Average, $25,000.)

"UP FOR MURDER" (Univ.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $9,800. (Average, $12,000.)

"SON OF INDIA" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $20,000. (Average, $22,500.)

"CHANCES" (F. N.)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaude. **Gross:** $15,000. (Average, $20,000.)

"THREE WHO LOVED" (Radio)
LAFAYETTE—(3,300), 25c-35c, 7days. **Gross:** $10,000. (Average, $12,000.)

"Enemy" Gets Year's Record In Chi House

Total $173,865 for 8 Theatres

CHICAGO—Loop grosses maintained high summer levels established two weeks ago with no indications of let-up unless extreme weather conditions occur. Main floor holdouts, unusual in the Loop during summer, were in evidence at McVickers, the Chicago and Oriental. The McVickers had a great week with "Public Enemy," which ploughed through to $37,800 or $9,300 above average.

Estimated takings and year-round weekly averages:

Week ending July 29:

"PUBLIC ENEMY" (Warners)
McVICKERS — (2,284), 35c-50c-75c-85c. **Gross:** $37,800. (Average, $28,500.)

Week ending July 31:

"QUICK MILLIONS" (Fox)
CASTLE—(299), 40c-60c. **Gross:** $3,280. (Average, $3,500.)

"YOUNG AS YOU FEEL" (Fox)
CHICAGO — (4,000), 35c-50c-75c-85c, 7 days. Publix stage unit. **Gross:** $44,250. (Average, $46,000.)

"THE GREAT LOVER" (M-G-M)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage unit. **Gross:** $26,160. (Average, $36,500.)

"POLITICS" (M-G-M)
ROOSEVELT — (1,591), 35c-50c-75c-85c, 2nd Loop week. Picture moved here after excellent opening eight days at Chicago Theatre. **Gross:** $18,925. (Average, $23,200.)

"THE MIRACLE WOMAN" (Col.)
STATE-LAKE—(2,776), 35c-50c-75c-85c, 2nd week, final 5 days. **Gross:** $12,450. (Average, full week, $30,200.)

Week ending Aug. 1:

"GIRL HABIT" (Para.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville with Nick Lucas. **Gross:** $21,700. (Average, $24,000.)

"THE SMILING LIEUTENANT" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 4th week, final 5 days. **Gross:** $9,300. (Average, $24,600.)

(Due to error in transmission, the Schmeling-Stribling fight film was not billed as last week's attraction at the Castle, with "Quick Millions," this week's card listed instead. The fight film grossed $4,070 last week.)

"BUY RIGHT—BUT BUY NOW"

"Lie" Leads In Off Week At Charlotte

Total $17,500 for 2 Theatres

CHARLOTTE—Hot weather and night baseball took a hand to keep all grosses below average except "The Magnificent Lie" which got $6,000 or $500 above average.

Estimated takings for the week ending July 31 and year-round weekly averages:

"MOTHERS MILLIONS" (Univ.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,000. (Average ,$3,750.)

"THE RECKLESS HOUR" (F. N.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,500. (Average, $3,750.)

"THE MAGNIFICENT LIE" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"THE GREAT LOVER" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $5,000. (Average, $5,500.)

Roses

Warner Bros. Pictures, Inc.
New York

Motion Picture Daily,
New York.
Gentlemen:

Please accept my thanks for the 1931 Motion Picture Almanac. All those who partook in getting this Almanac up should be congratulated, as it is truly an asset to any motion picture office.

Very truly yours,
HERMANN STARR
Vice-President

"Shoulders," "Lie," Fight Houston Tie

Total $25,400 for 4 Theatres

HOUSTON—Although pictures were decidedly average and had few draw names, business picked up enough last week to put two theatres above average. These were the Metropolitan with "The Magnificent Lie" and the RKO Majestic with "White Shoulders," each of which did $7,700.

Estimated takings for the week ending July 30 and year-round weekly averages:

"WOMEN LOVE ONCE" (Para.)
KIRBY—(1,654), 25c-35c-40c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"THE GREAT LOVER" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-40c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"THE MAGNIFICENT LIE" (Para.)
METROPOLITAN—(2,512), 25c-35c-40c, 7 days. **Gross:** $7,700. (Average, $7,000.)

"WHITE SHOULDERS" (Radio)
RKO MAJESTIC—(2,250), 25c-35c-40c, 7 days. **Gross:** $7,700. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

"Politics" a Hit in Omaha With $11,700

Total $32,000 for 4 Theatres

OMAHA—M-G-M's "Politics" was the big noise last week so far as comparative showings go and it grabbed off $11,750 at the Paramount or $4,500 above the house average. "Svengali" proved a surpriser at the State, where it was held for a six-day run on a four-day booking.

Estimated takings for the week ending July 31 and year-round weekly averages:

"LOVER COME BACK" (Col.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four RKO acts. **Gross:** $13,250. (Average, $13,000.)

"POLITICS" (M-G-M)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $11,750. (Average, $7,000.)

"SVENGALI" (Warners)
STATE—(1,200), 25c, 6 days. **Gross:** $1,800. (Average, $1,500.)

"WOMEN LOVE ONCE" (Para.)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $3,000. (Average, $3,200.)

"THE SECRET CALL" (Para.)
WORLD—(1,200), 25c-40c, 3 days. **Gross:** $2,000. (Average, $2,500.)

12 Trees Big Week's Card At Cleveland

Total $81,000 for 7 Theatres

CLEVELAND—In spite of the continued heat and the heavy opposition of outdoor opera, Helen Twelvetrees in "A Woman of Experience" was able to get $15,000 or $3,000 over average, which was the best showing of the week. "The Public Defender," aided by Fifi D'Orsay in person, pushed the RKO Palace to $23,000, which is the house average.

Estimatde takings for the week ending July 30 and year-round weekly averages:

"THE SECRET CALL" (Para.)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $17,000. (Average, $20,000.)

"THE RECKLESS HOUR" (F. N.)
WARNER'S LAKE—(800), 40c-60c, 7 days. **Gross:** $3,000. (Average, $5,000.)

Week ending July 31:

"A MAGNIFICENT LIE" (Para.)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $16,000. (Average, $18,000.)

"Love Express" (German, Foreign Talking Pictures Corp.)
ALHAMBRA—(1,400), 50c, 7 days. (evenings only). **Gross:** $3,500. Average, $6,000 on full time basis.)

"THEIR MAD MOMENT" (Fox)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $3,500. (Average, $4,500.)

"A WOMAN OF EXPERIENCE" (RKO Pathe)
RKO HIPPODROME—(3,800), 25c-35c-75c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"THE PUBLIC DEFENDER" (Radio)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. Fifi D'Orsay in Person. **Gross:** $23,000. (Average, $23,000.)

"BUY RIGHT—BUT BUY NOW"

Leo Playing In Politics to End O.C. Jinx

Total $26,300 for 4 Theatres

OKLAHOMA CITY—Just try to keep his nibs, Leo the M-G-M Lion, in check. He came through here last week to break a summer jinx with $9,000 at the Capitol. The picture is a holdover, something brand new in summer operation here. "The Magnificent Lie" slipped to $5,500 at the Criterion, which is unusual as the picture has been clicking pretty generally.

Estimated takings for the week ending July 31 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
CRITERION—(1,800), 10c-35c-50c, 7 days **Other attractions:** Billye Deaton (organ). **Gross:** $5,500. (Average, $8,000.)

"POLITICS" (M-G-M)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $9,000. (Average, $7,000.)

"COMMON LAW" (RKO Pathe)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $6,200. (Average, $7,500.)

"ARIZONA" (Col.)
LIBERTY—(1,500), 10c-35c-50c, 7 days. **Gross:** $5,600. (Average, $7,000.)

"Co-Ed" Leads In Off Week In Milwaukee

Total $54,300 for 6 Theatres

MILWAUKEE—It was a very quiet week for exhibitors here with business for the most part below average. "Confessions of a Co-ed" ran a day over the full week, but merely because the theatre is starting its new show on Fridays instead of Thursdays to accommodate the Fanchon & Marco Ideas. All local first runs are now opening their new programs on Friday with the exception of RKO's Riverside, which continues to hold to Saturday.

Estimated takings for the week ending July 31 and year-round averages:

"DAYBREAK" (M-G-M)
ALHAMBRA—(2,660), 25c-35c-50c-60c. 7 days. **Gross:** $6,500. (Average, $8,000.)

"MEET THE WIFE" (Col.)
GARDEN—(1,150), 25c-35c-50c60c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"THE COMMMON LAW" (RKO-Pathe)
RIVERSIDE—(2,180), 25c-35c-50c-60c. 7 days. **Gross:** $12,500. (Average, $13,000.)

"WOMEN LOVE ONCE" (Para.)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $5,500. (Average, $6,500.)

"THE RECKLESS HOUR" (F. N.)
WARNER—(2,500), 25c-35c-50c-65c, 7 days. **Gross:** $8,700. (Average, not determined.)

"CONFESSIONS OF A CO-ED" (Para.)
WISCONSIN—(3,275), 25c-35c-50c-65c, 8 days. **Gross:** $13,000. (Average, $13,000).

"BUY RIGHT—BUT BUY NOW"

'Common Law' Week's Best At Beantown

Total $153,500 for 8 Theatres

BOSTON—Further general improvement was noticeable this week. The bottom of the pit apparently was reached two weeks ago for with the opening of the new season next week and the gain made this week, Boston theatres are returning to their old form.

The Metropolitan's "Confessions of a Co-Ed," Loew's State's "Son of India" and Keith's "The Common Law" vied for top honors last week.

Estimated takings for the week ending July 30 and year-round weekly averages:

"THE LADY WHO DARED" (F. N.)
KEITH-BOSTON—(2,500), 25c-60c. 7 days. Vaude. **Gross:** $19,000. (Average, $18,000).

"THE COMMON LAW" (RKO-Pathe)
KEITH'S — (2,800), 25c-65c. 7 days. **Gross:** $19,500. (Average, $18,000).

"THE MAN IN POSSESSION" (MGM)
LOEW'S ORPHEUM—(3,100), 25c-50c. 7 days. Vaude. **Gross:** $19,000. (Average, $20,000.

"SON OF INDIA" (MGM)
LOEW'S STATE — (3,700), 25c-50c. 7 days. **Gross:** $22,000. (Average, $20,000.)

"CONFESSIONS OF A CO-ED" (Para.)
METROPOLITAN—(3,350), 25c-60c. 7 days. **Gross:** $32,500. (Average, $32,000).

"MURDER BY THE CLOCK (Para.)
OLYMPIA—(2,500), 25c-50c. 7 days. **Gross:** $14,500. (Average, $15,000).

"NIGHT NURSE" (Warners)
SCOLLAY SQUARE—(1,800), 25c-50c. 7 days. Vaude. **Gross:** $15,000. (Average, $15,000).

"MURDER BY THE CLOCK" (Para.)
UPTOWN — (2,000), 25c-60c. 7 days. **Gross:** $12,000. (Average, $12,000).

Gov't Can't Alter Taste, Paper Warns

VANCOUVER—"Of all the combines operating in Canada the motion picture one is least detrimental to the public interest," says the *Victoria Times*. "There are numerous others dealing in the household requirements of the people, organized in the shelter of a high tariff wall, which the government investigates and prosecutes but which will not be interfered with in either way. * * * A motion picture combine might be bad enough, but as far as its effect upon the public is concerned, it is innocence personified in comparison with the financial banditry which has been filching the public pocket.

"As far as the quality of the motion picture product in Canada is concerned, whether we have a combine or not, makes no difference. This is determined absolutely by the public, subject to the provincial censorships which are supposed to protect the public morals by banning indecent or otherwise undesirable films. A motion picture is a commodity which survives of falls on its merits. It will not succed because it is British, Canadian, America, German or Zanzibarian.

"The idea that government regulation can determine the taste of the public in respect to picture films is stupid beyond childishness. It would be just as easy to decide by regulation the color of the public hosiery. A good picture will attract good patronage if it is filmed in Dahomey, and all the characters in it are Dahomians. A bad picture will fail to attract if every player in it figures in Burke's Peerage and can trace his or her family back to the Heptarchy. Hence, no matter what happens to the motion picture combine in Canada, public taste will continue to determine the quality and character of the pictures shown in this country—as well as in every other country on earth."

"BUY RIGHT—BUT BUY NOW"

"Films Only" After Seattle Union Jam

(*Continued from page* 1)

will be operated as a "films only" house for the present, inasmuch as the union differences are still unsettled and the musician problem makes it impossible for Fanchon & Marco acts to return to the theatre during this period of controversy. Vancouver, B. C., will remain on the route list for the acts, pending further settlement of the local difficulties.

"Politics" will be the attraction for the reopening of the Paramount. The picture was booked into the Fox Fifth Avenue for the coming week, but will be replaced at the latter house by "The Magnificent Lie," in order to allow a comedy attraction to reopen the Paramount.

"BUY RIGHT—BUT BUY NOW"

Plans Vaudefilm Policy

COLUMBUS—It is learned from sources considered reliable that RKO Palace will adopt a vaudefilm policy around Sept. 1. The house now plays straight pictures.

"BUY NOW" SALES

Nestling in the Warner-First National sales records are contracts with these theatres for the 1931-1932 product:

California

Granada, La Jolla, Granada Enterprise, Ltd.

Connecticut

Colony, Bridgeport, A. C. Tomasino.

Illinois

Gem, Chester, A. M. Beare.

Indiana

New Main, Lafayete, C. E. South.

Kentucky

Lincoln, Louisville; Aristo, Louisville; Crescent, Louisville: Schwartz Amusement Co.

Massachusetts

Jackson, East Weymouth, A. L. McGory; Central, East Boston, Central Square Theatre Corp.; Colonial, Andover, Colonial Theatre of Andover, Inc.

Michigan

Lancaster, River Rouge, T. W. Lancaster; Southlawn, Grand Rapids, R. G. Taylor; Bad Ax, Bad Ax, Byron Watson; Arcade, Detroit, Wade Allen; Dunbar, Detroit, C. & W. Operating Co., Grande, Detroit, T. W. Lancaster; Warfield, Detroit, M. Teitel.

Minnesota

Sandon, Blue Earth, H. Sandon; Wonderland, Windom, Redding & Stroud.

New Hampshire

Gem, Bristol, W. Buckley.

New Jersey

Victoria, Westville, M. Rayer; Fenwick, Salem, C. Rappaport.

New York

Opera House, Lowville, C. Sesonska; Colonial, Albany, Berinstein Realty Inc., Strand, Rochester, Linwood Amusement Corp.; Madison, Rochester, Exhibitors Theatre Corp.; Grand, Buffalo; Marlowe, Buffalo, M. M. Konczakowski.

North Carolina

Peerless, Coolemee, Erwin Cotton Mills, Inc.; Marion, Marion, Marion Amusement Co.

Virginia

Newport, Norfolk, Newport Theatre, Inc.; Gates, Portsmouth, Gates Theatre, Inc.; Olney, Norfolk, Star Theatre, Inc.; Lincoln, Marion, Lincoln Theatre Co.

Washington

Roxy, Winlock, K. A. Spears.

West Virginia

Burts, Mannington, W. B. Urling; Virginia, Paden City, W. J. Burke, New Star, Richwood, Cherry River Amusement Co.

Wisconsin

Home, Antigo, John Hanus, Palace, Waupaco, Waupaco Amusement Co.

"BUY RIGHT—BUT BUY NOW"

Good Films, Cool Houses, Beat Heat

(*Continued from page* 1)

is the theatre with its cooling system.

In one group today, some of the picture fans were asking why the churches didn't take a leaf from the theatre books and put in coolers. Summer closing of evening church services has lately recruited the Sunday night audiences for theatres to an appreciable extent.

Given a good attraction, Minneapolis theatres can count on the audience in summer as well as in winter and, though there are several "closed for the summer" signs up, there is ample evidence that other factors bore on the situation and that the signs are mostly alibi signs. Lack of adequate cooling systems is believed to have had a great deal to do with the closing of the Seventh Street, the Century, and one or two neighborhood houses.

Allied Makes Its Own Probe In Chicago

CHICAGO—Allied States is going ahead with its own "investigation" of the Chicago Operators' Union with funds subscribed by members of Allied Theatre Owners of Illinois last week.

Numerous investigators have been retained by the organization and are at work running down evidence to further the continuation of the state's attorney's investigation of the union, which has already resulted in the indictment of five union officials and two alleged associates. Allied of Illinois has also retained a staff of three or four young attorneys who are aiding the state's attorney's office in its assembling of evidence against the union already at hand, and doing other detail work which, the state's attorney's office says, will hasten the preparation of the criminal cases against the seven indicted officials and perhaps bring about an earlier trial date than was at first believed possible.

Allied leaders are also furnishing the state's attorney's office with information concerning past malpractices of the union here and are presenting new witnesses and informants regularly for questioning by Assistant State's Attorneys Charles Lounsbury and Charles Bellows, in charge of the investigation.

The prosecutors are predicting convictions of all seven indicted principals, and add that additional indictments are in prospect.

"BUY RIGHT—BUT BUY NOW"

Sledding Tough for 'Minnies' in St. Louis

ST. LOUIS—Miniature golf, which was somewhat of a rage in St. Louis and its environs last Summer, suffered greatly this year.

Last year the St. Louis, Mo., Board of Public Service issued 64 permits for such golf courses, but this year to date but 23 "shrimp" golf layouts have been licensed.

A tour of the city any night will very quickly show that few of the courses are doing as well as in 1930. Considerable price-cutting is also taking place. Last year the universal price for miniature golf was 35 cents per game. This year the price has been slashed to 25 cents for the first game and 20 cents for repeat games and some course owners are only charging 15 cents and 10 cents.

Some courses that averaged $100 a day are now lucky to do $35 or $40. As a result the number of employes around the golf layouts has been cut to the bone and their wages reduced. Last year some of the golf layouts did $1,500 a week and more and their net profits were high.

"BUY RIGHT—BUT BUY NOW"

Morrison Reelected

DENVER—J. Morrison (Fox), is serving another term as president of the Denver film board of trade. Duke W. Dunbar is the paid secretary-treasurer. These with the following constitute the board of directors: C. J. Feldman, J. S. Hommel and S. N. Feinstein.

F. & M. Faces Acid Test in Minneapolis

MINNEAPOLIS—The Minnesota theatre, which has made a great deal of its stage show in its successful effort to take an average of $20,000 or so weekly out of its box, has gone Fanchon and Marco.

Since the hey day of Finkelstein and Ruben the principal Minneapolis theatre, whether it was the State or the Minnesota has gone to some expense and trouble to produce its own stage show. Productions from the State used to tour the Northwest serving the chain of F. & R. houses.

This policy continued with the Minnesota until within the past few months when the productions have ' llen more into the vaudeville type · id have been billed as such.

Introduction of the Fanchon and Marco shows into Minneapolis is expected to bring a lot of acts that Minnesota patrons haven't seen before and the fact that these shows are assembled in Hollywood and do their touring as a unit is expected to satisfy the appetite for a unit show that has long been developed here.

It will be something of a test for the booking agency, however, for the stage shows have been a big factor in keeping the Minnesota with its 4,000 seats out of the red and the patrons have grown to expect a lot. The strong opposition of the RKO Orpheum with a three hour vaudeville and picture show will have to be reckoned with. The new billing starts Friday.

"BUY RIGHT—BUT BUY NOW"

Hays Goodwill Film Slated in Denver

DENVER—Duke Dunbar, secretary of the Film Board, has completed arrangements whereby the Hays organization film "Meet the World," will be shown to the convention of the World Federation of Educational Associations at their annual convention here. The film was made by the Hays public relations department and shows the value of motion pictures, and particularly newsreels, in getting various nations acquainted with each other.

"BUY RIGHT—BUT BUY NOW"

Dishabille

BUFFALO—The heat again! Formerly stags in the gallery of a 15-cent double-feature downtown grind only took off their coats. Now it's shirts, too, and sometimes undershirts, if any.

"BUY RIGHT—BUT BUY NOW"

Klein Gets Post

CLEVELAND—A. E. Klein has been appointed manager in charge of sales of RCA Photophone sound equipment in Pittsburgh. Klein has been in the sales department of the Cleveland RCA Photophone office.

"BUY RIGHT—BUT BUY NOW"

Added to "Salvaged" Cast

HOLLYWOOD—Clarence Wilson has been added to the cast of "Salvaged," which William Nigh is directing for Peerless Productions, Inc. Laura La Plante and Alan Hale head the cast. The story is an original by Burnet Hershey.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 55 NEW YORK, TUESDAY, AUGUST 4, 1931 TEN CENTS

Kansas Blue Law Defied At Wichita

Theatre Operates Sunday Without Interference

WICHITA, Kas.—Blue laws here were defied again Sunday when Mrs. Barron opened the Kansas Theatre to a capacity crowd. Mrs. Barron has conducted one Sunday show since the Sunday labor laws were invoked against pictures on July 15. A warrant charging 33 counts of the labor law was prepared but was not served when she failed to open the show on succeeding Sundays.

Mrs. Barron is backed in her move to test the Sunday closing law by the recent election. No effort was made to enforce the law here Sunday. The local Fox house remained closed.

"BUY RIGHT—BUT BUY NOW"

Comerford Talks Over Deal with Fox

Discussions are continuing in the deal of M. E. Comerford to take over operation of 35 upstate New York Fox theatres, Harry C. Arthur of Fox and Frank C. Walker of the Comerford interests, admitted yesterday.

The deal is in connection with proposed expansion of the Comerford circuit and reported decision of Fox to curtail theatre activities in the East in order to concentrate on its holdings in the West.

"BUY RIGHT—BUT BUY NOW"

Paramount Hit as Trust in U.S. Suit

BOSTON—Charging that since 1916 Paramount has acquired in whole or in part stock of competing corporations and has carried on a system which, it is declared, makes it impossible for independent exhibitors to remain in business, six New England

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

3 More Bronx Houses For Indie Operation

Three Fox theatres in the Bronx will switch to independent operation on September 1, when Exhibitor Silverman takes over the Blenheim, Parkway and Belmont. The deal for change in ownership is said to have been signed. Fox recently dropped the Walton when lease on the house expired. Silverman also operates the Bennenson. Harry Arthur denied that these houses had been sold.

Boilings in the Pot

DAVE SELZNICK may have started more than he himself understands.

Behind the partnership he and Lewis Milestone have struck is an interesting yarn that tinges this embryonic torch-bearing venture with something outside the pale of the routine.

For instance, Selznick held a very fat contract with Paramount. Effort was made to have him stay as executive assistant to Ben Schulberg. If it had been merely a question of leaving Paramount's pastures for greener ones, there is reason to believe he could have continued supervising in other major studios. Only he didn't. He wanted to step on his own.

For Milestone, it should be said that he had on tap a contract to direct two pictures for a certain organization at exactly $125,000 the picture. Yet thumbs down it was, because Milestone preferred to maintain his individuality, make his own pictures and take a chance on the profits.

OF REAL significance, likewise, is the reaction of two high Coast executives, whose names will remain unknown, when they heard of the Selznick-Milestone coalition. Report has one of them saying:

"The move is sound and it is right. I hope others follow suit."

Said the other, and again according to report:

"Here I am charged with making—pictures a year. All the worry is mine and all the blame when they don't click. I'd be much better off were I to turn out twelve a year. More money for me, more happiness, less grief."

It hardly would be fair to give you their names. It must be sufficient to tell you that both of them are important men in an important company that turns out pictures by the mile every year.

THESE inside stories are being aired this morning not because they happen to suffuse either Selznick or Milestone with roseate light. Rather, because the step these two men have taken appears to have brought into the open at last the long-dormant opinion existing in some Hollywood quarters that the way to quality pictures leads to the specialized, non-factory-made production.

FOR years, the incentive to produce independently has been dead. Until a handful of months ago it took Spartan courage to venture into competition with the old-line companies. Today, the going is still precarious, but the sad performance of major producers has at least implanted the nerve to try.

We can conjure up no more helpful a development than the rise of worthwhile independent production. Helpful to the exhibitor because, conceivably, it will increase the flow of superior pictures. Helpful to the producing fraternity at large because it will reduce the number of pictures the major studios will have to make and, reasonably, open the door to the possibility that those they do turn out will be better.

SCHULBERG first attracted Paramount's

(*Continued on page 2*)

Warners and M-G-M Again Talk Turkey

Removal of Obstacles to Deal Under Way

Everything is rosy again between M-G-M and Warners with executives of both companies now negotiating a deal whereby Metro's product will play in Warner theatres. The exhibition deal, which was on for some time, is said to have come to an abrupt halt when Warners did not meet M-G-M's terms.

As a result M-G-M has been selling away from Warners in a number of spots, the first known to be in New Jersey where Leon Rosenblatt secured the product ahead of Warners in five situations. Before Rosenblatt signed the M-G-M deal he took no chances in being used as a boomerang, asking M-G-M to assure him a deal would go through, before he would talk

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Paramount-Warner Peace Treaty Set

Formal peace was signed yesterday between Paramount and Warners, with closing of a deal for showing of the Warner-First National output over the Publix circuit of some 1,200 theatres. This writes finis to the battle between the two firms which has raged for more than a year.

The new deal embraces all situations not provided for in the franchise agreement between the two

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Milestone Films Probably to M-G-M

Selznick - Milestone Productions, first of the independent units planned by David O. Selznick, may release through M-G-M. While Selznick is negotiating in New York in several directions, it is understood M-G-M has the edge on other distributors for the proposed series.

Milestone will direct two and super-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Vaudefilm Policy Up As RKO Execs Meet

Return of vaudeville to a number of situations is among subjects to be discussed at quarterly convention of RKO divisional managers which opens today in New York at the Hotel Pierre. District executives are to

(*Continued on page 6*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 4, 1931 No. 55

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Pathe Reports Loss For Nine Weeks

Net loss of $31,801 after expenses, film amortization, etc., is reported by Pathe Exchange and subsidiaries for the nine weeks ended July 4, 1931. The loss is based on application of certain profits to reduction of ledger value of assets involved.

Income account of Pathe and subsidiaries for the nine weeks ended July 4, 1931, (bases on the application of certain profits to reduction of ledger value of assets involved) follows: Received in liquidation of receivables, stories and investments $112,635; gross sales and rentals $952,865; dividends and interest received $73,776; gross income $1,139,276; ledger value of receivables, stories and investments liquidated $123,021; film amortization and costs, and costs of other operations, including general salaries and expenses $760,789; profit on certain operations applied to reduction of ledger value of assets involved $230,551; accrued interest payable $56,716; net loss $31,801.

"BUY RIGHT—BUT BUY NOW"

15 New Pictures Mark Para. Jubilee

With 15 feature films of its 1931-1932 program already completed and ready for release, Paramount has inaugurated its 20th jubilee celebration with a new production program which will tax the capacity of the company's studios in New York and Hollywood. During the month of August 15 new pictures will be put into production.

"BUY RIGHT—BUT BUY NOW"

Not Moving Studios, Ray Johnston Says

Monogram Pictures is not contemplating moving from its Sunset Boulevard studios in Hollywood to the Tiffany lot, W. Ray Johnston, president, states.

"We have recently signed a lease for a year on the Sunset Boulevard property and installed a great deal of new equipment, and do not contemplate producing elsewhere at any time," Johnston said.

Boilings in the Pot

(*Continued from page 1*)

attention because he made good pictures cheaply in the independent field. Louis B. Mayer's ultimate affiliation with M-G-M is traceable to the days when he made pictures on his own. Harry Rapf, Hunt Stromberg and Bernie Fineman on the same lot; Charlie Rogers at Pathe, Eph Asher at Universal, Sam Goldwyn at United Artists are merely some of those who have or are now producing on their own. Independent production, properly organized and efficiently operated, has a long and illustrious record behind it. There is nothing new in the method and nothing of which the big producing and distribution organization need be in doubt.

FOR that reason, it appears to us that of great constructive value would be a policy of industry encouragement for the Selznicks, the Milestones and others like them who prefer to make fewer pictures each year because it is their belief they will be better.

The one-man system hasn't worked out. It never will because the strain of turning out thirty or forty or seventy pictures a year is too severe for any one individual to carry. This industry, often reckless in its splurges into new production formulae, therefore might well consider trying the many-manned system.

If it fails, the old plan remains as the one to fall back upon. If it succeeds, a major trouble may be solved. Why not give it a whirl?

KANN

Des Moines Golfies Gives Up the Ghost

DES MOINES—But two miniature golf courses have applied and paid for licenses at the city hall as compared with more than twenty courses that were thriving last year. Officials of the license board stated that there were several other courses operating, this year, but that they were doing so little business that the office had merely notified them that they should apply for license, but had not pressed the matter. Prices at the two courses which are doing steady buseiness have been reduced to 15 cents from the 25 cent admission of last year.

United May Produce Abroad, Hints Kelly

LONDON—United Artists is considering producing in England and on the Continent, stated Arthur W. Kelly upon his arrival from New York.

"BUY RIGHT—BUT BUY NOW"

R-K-O Profit Drops

Net profit of Radio-Keith-Orpheum Corp. for the six months ended June 30 was $969,732.12, which compares with a profit of $2,166,133.38 for the corresponding period in 1930, the company announced in a financial statement issued yesterday.

Stocks Rally; 19,900 Sales For W. B.

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	8	8	+ ½	1,000
Eastman Kodak	139⅝	137½	137½	+1	9,500
Fox Film "A"	16¼	15⅝	15⅝	.....	2,800
General Theatre Equipment, new	3¼	3⅛	3⅛	.....	700
Loews, Inc.	47⅝	46½	47	+ ½	9,100
Paramount Publix	24⅛	23¼	24	+ ⅝	7,200
Pathe Exchange	1⅝	1½	1⅝	.....	500
Pathe Exchange "A"	6¼	6¼	6¼	.....	300
RKO	14⅝	13⅞	14¼	+ ¼	4,300
Universal Pictures, pfd.	57½	55	55	.....	50
Warner Bros.	7½	6⅞	7⅜	+ ⅜	19,900

Curb Issues Slightly Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures	11	10	11	+ ¾	600
Columbia Pictures, vtc.	10	10	10	—1	300
General Theatre Equipment, pfd.	6⅞	6⅛	6⅛	— ½	3,300

Bond List Also Shows Gain

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29⅛	28⅛	28⅛	— 1⅞	8
Loew's 6s '41 ex war	98	97¾	98	+ ¼	4
Paramount Broadway 5½s '51	101½	101½	101½	—1	1
Paramount F. L. 6s '47	87	87	87	.....	1
Paramount Publix 5½s '50	78½	77⅛	77½	+1	9
Pathe 7s '37 ww	90	88	90	.....	4
Warner Bros. 6s '39 wd	44⅞	43⅞	44¾	+1⅝	20

Florida Operators Strike Despite Pact

MIAMI—Union operators employed at Wolfson Meyer Theatre Enterprises' houses have broken their contract recently signed for one year and have gone on strike at these houses only, although they have similar contracts with other independent theatres in Miami. Refusal of their demand for $2.55 per hour for Sunday work caused the walkout.

The contract as now written covers Sunday work at regular pay. The circuit is unable to sue operators for performance contract, as Sunday work is not legal in Florida. In the event of a settlement they will demand cash bonds to guarantee performance of any contracts entered into.

"BUY RIGHT—BUT BUY NOW"

RKO Plans Vaudefilm House at Columbus

COLUMBUS—That RKO will build a new house here to replace the Majestic, on which present lease will not be renewed, is in the bag, according to those in the know. Frequent visits of circuit officials during past few weeks are said to have been for the purpose of determining on the site for the proposed building.

"BUY RIGHT—BUT BUY NOW"

Frisch to Take 15 Fox Theatres Sept. 1

With the deal all set except for signatures, Louis Frisch will take over 15 Brooklyn theatres from Fox on September 1. Included in the deal are the Marcy, Commodore, Roebling, Capitol, Ambassador, Stadium, Supreme, Stone, Congress and Republic. The Frisch-Rinzler circuit already operates 17 former Fox theatres in the same borough. Harry Arthur denies this stating the deal has not yet been closed.

"BUY RIGHT—BUT BUY NOW"

Goldwyn Plans Trip

Samuel Goldwyn is expected to come east from the Coast before the end of August. He may bring in the first two subjects on the new program and stay in town for opening of "The Unholy Garden" at the Rivoli, August 26.

"BUY RIGHT—BUT BUY NOW"

Film Romance

OKLAHOMA CITY—Culminating a romance which began when he came here a year ago from St. Louis, John F. Schoeppel, manager of the Warner, on July 19 married Thelma Williams, one of the cashiers at the house. Schoeppel took a honeymoon vacation and spilled the news when he returned last Saturday.

"BUY RIGHT—BUT BUY NOW"

Get Jersey City House

Charles O'Reilly, president of the Theatre Owners Chamber of Commerce, and Louis Geller, treasurer, have taken over the Palace, Jersey City. RKO operated the house a number of years ago.

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HERE'S YOUR INVITATION TO PARAMOUNT NATIONAL SCREENING WEEK

August 10-15



A Great Opportunity! Read the Details!

You're familiar with PARAMOUNT'S mighty 1931-2 program of pictures and stars. It marks the climax of 20 years of PARAMOUNT quality leadership.

It's convincing. It's the one line-up essential to theatre success today. The trade agrees, judging from the continual flood of 1931-2 signed PARAMOUNT contracts.

15 Paramount 1931-2 Pictures Are Finished and Ready. Special Screenings of 5 of Them, Picked for Variety of Subject Matter, Will Be Held at Your Paramount Exchange Week of August 10th!

●

1. THE SMILING LIEUTENANT

Maurice Chevalier in the brilliant Ernst Lubitsch production with Claudette Colbert, Charlie Ruggles and Miriam Hopkins. Find out why it's played three months at S. R. O. in N. Y., broken records in Los Angeles and Chicago!

2. AN AMERICAN TRAGEDY

Based on Theodore Dreiser's sensational novel. Von Sternberg's masterpiece with Phillips Holmes, Sylvia Sidney and Frances Dee. The nation's talking.

3. HUCKLEBERRY FINN

Successor to TOM SAWYER and hailed in previews as twice as good. Jackie Coogan, Junior Durkin, Mitzi Green, Jackie Searl, Eugene Pallette. Directed by Norman Taurog, who made SKIPPY.

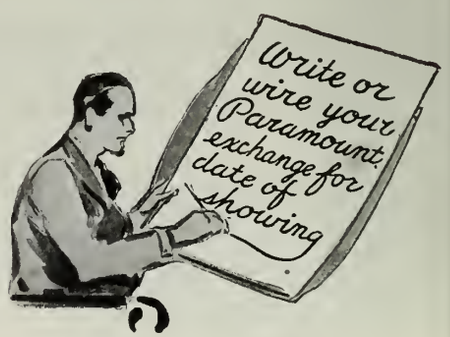
4. SECRETS OF A SECRETARY

Claudette Colbert, Herbert Marshall, Georges Metaxa. Directed by Geo. Abbott.

5. SILENCE

With Clive Brook, Marjorie Rambeau, Peggy Shannon and Charles Starrett. Directed by Louis Gasnier and Max Marcin.

Added Attraction: **THE HOUSE THAT SHADOWS BUILT. A flash-back of 20 years of motion picture progress, starring the screen's greatest personalities. No man interested in his business should miss it!**



PARAMOUNT

Let's Go, Show Business!

"Sweepstakes" Race Winner In Cincinnati

Total $70,832 for 7 Theatres

CINCINNATI—It was again a contest between Old Sol and the theatres last week when the temperature staged a comeback to flirt around the hundred mark. The show shops got the reaction to the extent of sending aggregate grosses below the line for the first time in many weeks.

However, in the segregation of returns, the RKO Albee carved another notch in its record for big money, outgrossing the previous good week by a very considerable margin. The shekels piled up to the extent of $25,775, plussing the established figure by $3,775 with "Sweepstakes" racing across the screen, and Bessie Love romping across the stage at the head of a good vaude bill. Otherwise, three houses went slightly over their averages, and three fell below.

Laurel Miller, astrologer in person at RKO Capitol as an added attraction to the screen feature, "Women Love Once," failed to pull 'em in to the extent expected despite extensive publicizing. Returns at this house registered $9,730, as compared with $13,000 average.

Estimated takings for the week ending July 31 and year-round averages:

"ALWAYS GOODBYE " (Fox)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $4,450. (Average, $4,500.)

"SWEEPSTAKES" (RKO-Pathe)
RKO-ALBEE—(3,300), 35c-50c-65c-75c , 7 days. Vaudeville headed by Bessie Love. **Gross:** $25,775. (Average, $22,000.)

"WOMEN LOVE ONCE" (Para.)
RKO-CAPITOL—(2,000), 30c-50c, 7 days. Laurel Miller, astrologist, on stage. **Gross:** $9,730. (Average, $13,000.)

"THE FIGHTING SHERIFF" (Col.)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $2,487. (Average, $1,950.)

"MEN OF THE SKY" (F. N.)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,340. (Average, $1,050.)

"THE GREAT LOVER" (M-G-M)
RKO LYRIC—(1,400), 30c-50c, 7 days, plus Saturday midnight show. **Gross:** $9,521. (Average, $12,000.)

"THE MAGNIFICENT LIE" (Para.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $13,264. (Average, $14,000.)

"THREE WHO LOVED" (Radio)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,265. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

"U" Adds 3 Papers

Universal has added three more newspapers to the list sponsoring the Graham McNamee— Universal newsreel. These are the *Middletown Press* of Middletown, Conn., the *Evening Republican* of Mitchell, S. D., and the *Stamford Advocate* of Stamford, Conn., bringing the total of papers cooperating on the newsreel to eighty-one.

WASHINGTON—A. E. Lichtman for the Lichtman Circuit of nine houses in and around Washington has purchased Universal pictures 100 per cent through A. Hiber, Washington exchange manager. The houses in which the product will be played are the Lincoln and the Booker T in Washington, the Olympic in Alexandria, Va., the Attucks, Regal and Manhattan in Norfolk, Va., and the Capitol in Portsmouth, Va.

"BUY NOW" SALES

That the "Buy Right—But Buy Now" movement is gaining momentum is demonstrated by the following contracts confirmed by the Warner-First National sales heads:

Arkansas
Community, Pine Bluff, C. F. Bonner; Best, Hot Spring, Wheatley, Howe & Hoy.

California
Post Exchange, Mare Island, P. S. MacDonald; Delano, Delano, F. Panero; Sutter, Sacramento, Tony Lubelski; Granada, Alhambra, C. Ferry.

Colorado
Navajo, Denver, G. Notarianni; Victory, Denver, Victory Amusement Co.

Georgia
Dixie, Atlanta, T. Williams; Silvertown, Thomastown, C. E. Beach; State, Glenville, J. A. Alexander; State, Stotesboro, E. R. Collins.

Illinois
El Tovar, Crystal Lake, Polka Bros.; Fargo, Geneva, Polka Bros.

Indiana
Majestic, Evansville, Evansville Operating Corp.

Iowa
Grand, Dubuque, John Maclay; Dreamland, Carson, Harold Smith.

Kansas
Princess, Lincoln, Mayme Mysselman.

Michigan
Cinderella, Detroit, Cinderella Theatres Co., Inc.; Roosevelt, Detroit, J. N. Robertson.

Missouri
Colonial, Monroe City, A. N. Christian; New Pruett, Centralia, Mrs. E. Pruett.

North Carolina
Sanders, Smithfield, H. P. Howell; Paramount, Farmville, R. G. Lang; Louisburg, Louisburg, H. P. Howell.

New York
Regus, Binghamton, Commerford Theatres, Inc.; Strand, Endicott, Commerford Theatres, Inc.; Community, Hensonville, Catskill Amusement Corp.

Nevada
Ely, Ely, W. G. Hull; Fallon, Fallon. W. G. Hull.

Pennsylvania
Colonial, Farrell, John Leslie; Roosevelt, Pittsburgh, Hendel Corporation.

South Dakota
Vita, Spearfish, J. P. O'Neil.

Texas
Rialto, Kingsville; Rialto, Kenedy; Rialto, Beeville, Rialto, Three Rivers, booked by Hall Industries; Melrose, Dallas, P. G. Cameron; Texan, Goose Creek, Goose Creek Amusement Co.

Tennessee
Ritz, Elizabethton, E. E. Perryman.

Utah
B. & B., Grantsville, Bolinder and Brim.

Wisconsin
New Capitol, Manitowoc, Land 'O Lakes Theatres Corp.; Allen, Jefferson, W. F Copeland; Geneva, Lake Geneva; Delevan, Delevan; Plaza, Burlington, booked by Community Theatres, Inc.

Canada
Orpheum, Blairmore, Alberta, R. Rinaldi; Palace, Coleman, Alberta, R. Rinaldi; Avalon, Souris, Manitoba, A. Baldwin; Bluebell, Toronto, M. Gebertig; King George, St. Catharines, Sullivan and McIlwain.

A. G. Constant has bought from J. R. Grainger the 48 new season Fox films for showing in the State and American theatres in East Liverpool, Ohio.

Ottawa Sees Hot Weather Slump Knell

Total $13,875 for 4 Theatres

OTTAWA—The general opinion among exhibitors of Ottawa is that the local theatres turned the corner of the mid-summer slump during this past week. Keith's is re-opening as the Capitol early this month and the come-back of the largest house in town on a more brilliant basis will help the whole show business, it is felt. July is a tough month, generally, but with the annual fair in August and many people back from the river resorts the box-offices will be more busy from now on.

The pick during the last week in July was "A Free Soul" at the Regent, which registered $5,000 for six days—quite close to average. "Big Business Girl" also gave the Centre a boost after its recent tumble, Loretta Young being worth $4,400 on a lower price scale.

Estimated takings for the week ending July 31 and year-round averages:

"DADDY LONG LEGS" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,150. (Average, $1,300.)

"THE BLACK CAMEL" (Fox)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,025. (Average, $1,300.)

"BIG BUSINESS GIRL" (F. N.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $4,400. (Average, $4,600.)

"THE SPECKLED BAND" (British)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,300. (Average, $3,000.)

"A FREE SOUL" (M-G-M)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,000. (Average, $5,400.),

"BUY RIGHT—BUT BUY NOW"

'Husband' and "Secret Call" Toronto Tops

Total $57,600 for 5 Theatres

TORONTO—The Imperial and Shea's grabbed off what business there was in Toronto and the reasons were quite evident. For one thing, they had the real screen and stage attraction. The Imperial had a pair of trumps in "The Secret Call," a popular hot-weather film, and Nan Halperin on the stage. The pot at the end of the six days was $15,500, only a bit below par.

Shea's offered two aces in "The Party Husband" on the screen and Rosetta Duncan as the vaudeville headliner and they were responsible for $12,000, also good. Loew's had a repeat run of "A Free Soul" and got the transient trade to the tune of $10,500, as compared with $12,000 on the same picture several weeks ago.

Estimated takings for the week ending July 31 and year-round averages:

"THE SECRET CALL" (Para.)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage show featuring Nan Halperin. **Gross:** $15,500. (Average, $16,000.)

"A FREE SOUL" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $10,500. Repeat Run. (Average, $15,000.)

"PARTY HUSBAND" (F. N.)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts featuring Rosetta Duncan. **Gross:** $12,000. (Average, $13,000.)

"UNEASY VIRTUE" (British)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $9,800. (Average, $12,500.)

"FATHER'S SON" (F. N.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $8,300. Average, $12,000.)

Dog Days Hit Film Business In Montreal

Total $17,000 for 6 Theatres

MONTREAL—The tourists are in Montreal again, but they are not spending money freely while the anti-juvenile law prevents the visiting families from taking in the picture shows. The theatre business has been distinctly off-color here this summer and a pick-up is hardly expected until Labor Day.

Loew's led the list during the past week with "The Black Camel" and attractive vaudeville, the count being $11,000 against the theatre's average of $13,000. "Young Donovan's Kid" was classed as a gangster picture at the Palace and did not draw more than $10,500, whereas the Palace average is $14,000. "Dude Ranch" was the popular one of the double bill at the Capitol, the other feature being "The Vice Squad," and the gross was an even $10,000. The start of a prize contest for patrons helped the Capitol total, but the year's average here is $12,500.

Estimated takings for the week ending July 31 and year-round averages:

"THE VICE SQUAD" (Para.) and "DUDE RANCH" (Para.)
CAPITOL — (2,547), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"GUILTY IN LOVE" (Para.) and "THE SIN SHIP" (Radio)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,800. (Average, $5,100.)

"THE BLACK CAMEL" (Fox)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $11,000. (Average, $13,000.)

"YOUNG DONOVAN'S KID" (Radio)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $10,500. (Average, $14,000.)

"PLUNDER" (British)
PRINCESS — (2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $8,500. (Average, $13,000.)

"UP POPS THE DEVIL" (Para.) and "SKIPPY" (Para.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,200. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Weisfeldt's Answer in Reply, Wilson Says

Frank R. Wilson had no statement to make Monday on suit brought against him by M. J. Weisfeldt. The company's statement, he said, would be made when its answer is filed refuting claim made by Weisfeldt that it had breached its contract with him. Weisfeldt is suing for some $56,000 in connection with the contract he says was breached.

"BUY RIGHT—BUT BUY NOW"

Fox Moves in Dallas

DALLAS—Fox has moved its exchange to 1801 Wood street.

Warners and M-G-M Again Talk Turkey

(Continued from page 1)

terms. This was done and Warners is said to have lost out in the five spots.

A number of independents in Cleveland and Pittsburgh in opposition to Warners have been trying to buy M-G-M's product with protection over Warners and are being stalled, they claim, because they believe M-G-M is selling Warners.

When asked regarding the M-G-M Warner reported cessation and resumption of negotiations, Felix Feist yesterday denied any knowledge of any break, stating that "we have never stopped negotiating with Warners." Eddie Alperson, buyer for Warner theatres, could not be reached for a statement.

"BUY RIGHT—BUT BUY NOW"

Paramount-Warner Peace Treaty Set

(Continued from page 1)

companies. The two firms had been at odds since the breakdown of merger negotiations between them slightly more than a year ago. Since that time, each has played the product of the other, only in those spots which were embraced in franchise arrangement.

The Publix deal gives the Warners outlet in the theatres of every important national chain due to previous contracts consummated within the past few weeks with RKO, Fox, Loew, Fox West Coast Theatres. Warners also have closed contracts with every other major and minor circuit operating throughout the country, which assures them 100 percent national coverage, the company says.

Philly Week's Line-up Emphasizes Truce

PHILADELPHIA—Paramount makes a decided come-back into the Philadelphia first run field on this current week's schedule, emphasizing the Paramount-Warner truce. Previously forced to be content with a first run at Keith's and a second run at the Arcadia, Paramount will have no less than three first runs on view. Keith's has "Confessions of a Co-Ed" as its last feature; Stanley-Warner's Stanton, brings in "Murder by the Clock" and the Fox, which still has a couple of Paramounts on its schedule, makes it unanimous with "Night Angel." The Arcadia is presenting "Forbidden Adventure" ("Newly Rich") as a second run.

"BUY RIGHT—BUT BUY NOW"

Rebuilding Albany House

Warners are rebuilding the Strand in Albany, states Herman Maier, chief of the construction department. Reopening is set for August 15.

"BUY RIGHT—BUT BUY NOW"

Safire Adds Another

Sol Safire, operator of the Empress, Bronx, has acquired his second theatre in that borough. He has just taken the Miracle from Jaime Bros.

Purely Personal

GEORGE W. ERDMANN, business manager of the Cleveland exhibitor unit, has been appointed "big brother" for three boys who broke frames and stole photos at the Lincoln Theatre. The boys are to report regularly to Erdmann.

HUBERT VOIGHT, head of Warner-First National Studio publicity on the Coast, is in New York conferring with S. Charles Einfeld, company advertising and publicity head, on new season's product.

BUDD ROGERS, feature sales manager for Educational, visited the key exchanges in Seattle and Portland during the past week. He was the guest of Wally Rucker, Educational manager.

AL YOUNG, chief of the technical department of the Du-Art Film Laboratories and Film Laboratories of Canada, Ltd., has returned from Toronto.

JOE MERRICK has been named manager of the Portland Universal Exchange. The appointment was made by Division Manager Hieneman.

GRADWELL L. SEARS, western sales manager for First National, has left New York for Chicago and Kansas City on a week's sales trip.

LORETTA YOUNG is to be cast as a Brooklyn waitress in her next picture, "Blind Spot." It will be a First National attraction.

CLIFF BOYD, manager of Keith's in Cincinnati, is considered an authority on thoroughbred dogs, which he raises as an avocation.

In his extensive kennels he has 37 pedigreed canines, the total value of which runs well into five figures.

GENEVIEVE TOBIN and Universal are observing an anniversary. It is just a year since she signed a contract with Universal.

ARTHUR GOTTLIEB, president of Du-Art Film Laboratories, flew back from Hollywood and arrived last night.

KAY FRANCIS starts work on that new Warner contract in September. She now is resting at Malibu Beach.

JAMES CAGNEY plans to spend a brief vacation in New York catching a number of legit shows.

R. W. HORN, Erpi salesman, has a new wrinkle in calling cards. It's an especially wrapped cigar.

DON MARQUIS has signed with Paramount to do dialogue for "Sooky."

OLIVER GARVER, publicist at the Paramount Hollywood studios, is the proud father of a boy.

MAE MURRAY is seeking a divorce alleging cruelty.

Good Films Get the Money, Exhib Says

Good pictures will get money, declared F. Lieberman, president of the System Theatre Corp., Lowell, Mass., while in New York booking new season's product. Lieberman closed with Claude Ezell, Warner sales manager, for the Warner-First National product.

"BUY RIGHT—BUT BUY NOW"

Milestone Films Probably to M-G-M

(Continued from page 1)

vise four others.

Selznick hopes to have eight additional units, releasing the subsequent series wherever he can make the best deal.

"BUY RIGHT—BUT BUY NOW"

F. & M. Producing Units in 4 Cities

Fanchon & Marco now is producing new stage units in four cities simultaneously, following addition of the de luxe Publix houses to the F. & M. time. Shows are built in New York, Hollywood, Detroit and St. Louis.

"BUY RIGHT—BUT BUY NOW"

Stage Manager Indicted

HOUSTON—Harry Spencer, former stage manager of the RKO Majestic here, is under indictment in Austin on a charge of receiving and concealing jewelry stolen from the home of the Austin postmaster. Dave Schlesinger, former Houston jeweler, was convicted of the same charge and sentenced to serve three years in the state penitentiary at Huntsville. The trial was in Austin. Chief attorney for Spencer and Schlesinger was former Governor Dan Moody.

Vaudefilm Policy Up As RKO Execs Meet

(Continued from page 1)

come from all parts of the nation to confer with Joseph Plunkett, vice president and general manager of the circuit and his assistants, Nate Blumberg and L. E. Thompson. Those attending are : Charles B. McDonald, Joseph Lee, H. R. Emde, J. M. Brennan, Harry McDonald, Lou Golding, J. E. Firnkoess, William Elson, Morgan C. Ames, A. S. Rittenberg, Len Brown, Cliff Work, Homer Gill and Leo M. Devaney.

"BUY RIGHT—BUT BUY NOW"

Independent Circuit Started at Cincinnati

CINCINNATI—G. C. Granger, until recently in charge of the Kaypee, an independent house at Mt. Gilead, O., taken over by Paramount a few weeks ago, and B. W. Bickert, formerly Paramount manager at Marion, O., have formed a partnership to acquire a circuit of theatres. They have leased a house at Loudonville and another at Millersburg, while options have been taken on houses at New London, Bellvue and Vermillion, all in Ohio.

"BUY RIGHT—BUT BUY NOW"

Peerless Starts Third

HOLLYWOOD—With its two initial releases, "Salvaged" and "Lovebound," nearing completion at the Tec-Art Studios, Peerless Productions is preparing to start shooting on three additional productions within the next two weeks. It has announced twenty-four for the 1931-1932 season.

Paramount Is Hit as Trust In U.S. Suit

(Continued from page 1)

firms have brought suit in Federal Court here for triple damages aggregating $3,750,000 under the Clayton anti-trust act.

Plaintiffs in the action which alleges conspiracy in restraint of trade are:

Capitol Amusement Co., Lynn., Mass.; E. M. Loew's, Pawtucket, R.I., Theatre, Inc.; E. M. Loew's, Inc., Somerville and Dorchester, Mass., and Pawtucket, R. I.; E. M. Loew's Enterprises, Inc., Hartford; Dorchester Theatre Co. and Hudson Amusement Co., Portland, Me.

"BUY RIGHT—BUT BUY NOW"

Cleveland Hts. May Repeal Sunday Law

CLEVELAND—Repeal of the ordinance prohibiting Sunday shows at Cleveland Heights is expected to be asked following circulation of a petition with 5,000 signatories. If the recommendation is accepted. Sunday shows will make their bow here August 8.

Following passage of the local option law, Sunday shows were presented this week at Bellaire, Martin's Ferry, Steubenville, Yorkville, Bridgeport, Newcomerstown, Urichsville, Cadiz, Salem, East Liverpool, East Palestine and Lisbon.

Because of local ordinances, Sunday shows are prohibited at Delaware, Athens, Marietta, Cambridge, Oxford, Alliance and Wooster.

"BUY RIGHT—BUT BUY NOW"

Gang Victims Benefit By "Witness" Take

Proceeds of the two shows at the Winter Garden last night of "The Star Witness" are being turned over by Warners to families of the children struck by gangsters' bullets in the shooting outrage of last week. The new film replaced "Smart Money."

"BUY RIGHT—BUT BUY NOW"

First Run House In San Diego Folds

SAN DIEGO—The Spreckels Theater here closed its doors last week for alleged non-payment of rent. The lease was cancelled on non-appearance of managers in court.

The Spreckels is the first-run playhouse here to close. It opened about a year and a half ago and played Universal and Columbia pictures.

"BUY RIGHT—BUT BUY NOW"

'Peanut Vendor' Author To Get Film Break

NEW ORLEANS—The author of "The Peanut Vendor" gets a break at last. Felix Lecuone of Havana, passed through New Orleans enroute to Hollywood, with a band of Cuban musicians, selected by Ben Piazza, who recently went to Cuba to hunt talent for a new film. Of course, Felix was first pick. He didn't make a nickel out of "The Peanut Vendor" and little more out of "Oh, Mominez" and "Fiesta," it is said, but he'll probably cash in from now on. He is under contract to M-G-M.

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Issue No. 63
Out Wednesday,
August 5th

UNIVERSAL TALKING NEWSREEL

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Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 56 NEW YORK, WEDNESDAY, AUGUST 5, 1931 TEN CENTS

Independent Exhibs Speeding Comeback

U.S. Aid May Be Sought in Mill City Row

Exhibs Want to Know About "Agreement"

MINNEAPOLIS—If it is established, as charged, that distributors here have reached an agreement to refuse films to houses playing ten cent shows until six months after release date, Federal indictments of exchange managers will be sought, the Northwest exhibitor unit has indicated.

Exchangemen have denied that any such agreement has been made. There has been considerable discussion concerning suburban houses which charge ten cents for brief periods after 6 P.M.

Exhibitors take the position that the holding up of product for houses which choose to charge ten cents admission after 6 P.M. is unwarranted interference with their business. Drafting of an agreement on six months' clearance, they assert, would constitute restraint of trade.

"BUY RIGHT—BUT BUY NOW"

Cleveland Heights Votes Sunday Shows

CLEVELAND—With but one dissenting vote, an ordinance was passed to make Sunday shows legal. It is effective September 6. Passage was recommended by the council committee upon receipt of a petition carrying 9,000 signatures. The measure was passed with the understanding that it was to apply only to Sunday pictures.

"BUY RIGHT—BUT BUY NOW"

$170,405 Gross in "Smart Money" Run

"Smart Money" grossed $170,405 in its six and one-half weeks at the Winter Garden, New York. The week to week figures follow:

Week Ending	*Gross*
June 27	$46,551
July 4	35,036
July 11	26,964
July 18	22,347
July 25	18,347
Aug. 3 (nine days)	21,160
	$170,405

"BUY RIGHT—BUT BUY NOW"

Atlantic City Bids For Producing Firms

PHILADELPHIA—Atlantic City is making a bid for producing companies, hoping to become "The Hollywood of the East," according to the (*Continued on page 8*)

Trust Law Revision Seen

WASHINGTON—Revision of anti-trust laws to meet the needs of business today is seen as a probable aftermath of the depression. Amendent of the Sherman act to permit elimination of unhealthful competition in industry is being proposed. Business leaders also are seeking to eliminate bars to consolidation in cases where the public interest is not threatened.

Erpi Studies Course on New Patent Suits

Victorious in its suit for an accounting against Sol Wallerstein, Broadway Theatre, Buffalo, for reproduction of sound pictures via Pacent equipment, Erpi is considering the advisability of similar suits against other users of Pacent apparatus, it is understood. The accounting was ordered after a Federal Court decision that the Pacent equipment infringed Erpi patents. An injunction

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Only 2 in Baltimore Sign for Para., MGM

BALTIMORE—Due to the resolution against members of the M. P. T. O. of Maryland, Charles E. Nolte, President, playing Paramount and M-G-M pictures on percentage, only two theatres, the Overlea and the (*Continued on page 8*)

Meyer-Reiger Adopts Trailer Franchise Plan

Meyer-Reiger, trailer firm recently organized, has changed its distribution plans and will sell territorial franchises rather than establish its own national distribution system, states Louis Meyer. Service to theatres begins August 15.

Twenty-eight territories will be assigned to franchise holders, with the home office maintaining a staff to cooperate with the territorial distribu-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Claim $300,000,000 Para. Property Value

BOSTON—That Paramount has property valued at more than $300,000,000 and the salary of its president, Adolph Zukor is more than $500,000 a year together with commissions "and other emolument" are among allegations (*Continued on page 8*)

Circuits Turning Back Houses in Number of Territories

Continuing the process of decentralization begun some time ago, major circuits are engaged in a number of sale and management deals, which will bring back independent exhibitors to the field on a scale unparalleled since the buying orgy almost engulfed them.

The new trend, regarded as one of the most significant in the industry's recent history, is coincident with the swing of Coast studios toward unit production. The simultaneous movements, observers predict, will greatly change the complexion of the industry during the coming year.

The impending deal with Fox under terms of which M. E. Comerford, veteran Pennsylvania and New

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Loew Sets Columbia Product in New York

Columbia is selling away from RKO in Greater New York and is negotiating a deal which will assure a first run outlet on Broadway. Last year, the Mayfair and Globe housed the Columbia product, but no deal is to be closed in Greater New York between the two firms. Meanwhile, Loew's is getting Columbia in the metropolitan area and the Paramount houses will play it upstate. Reports are in circulation that the Columbia Broadway outlet will be one of the Warner stands.

"BUY RIGHT—BUT BUY NOW"

Three Theatres Play Lieutenant Day, Date

BOSTON—Publix is trying a new wrinkle with "The Smiling Lieutenant," playing triple day and date bookings, rather than the two-house booking usually resorted to. The picture is playing the Olympia, Fenway and

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

"Common Law" Big Card for Portland

PORTLAND—Grossing $8,000 in its first three days. "The Common Law" showed the best draw at the RKO Orpheum since "Cimarron," according to Manager Gamble. The house average for a full week is $8,000.

150 Chi Houses Ready to Close in Operator Fight

No Unit Fostered Chi Operator Probe

CHICAGO—No co-operation was extended the state's attorney's office in starting the investigation of the operators' union which has resulted in indictment of Tom Maloy and other officers of the union and Jack Miller, head of the Chicago exhibitor unit, says (*Continued on page 8*)

CHICAGO—One hundred and fifty Chicago theatres next Monday will use only one operator in the booth of each and, if a walkout results, exhibitors will stand for closing of their theatres, Tom Maloy has been warned by Aaron Saperstein, president of Allied Theatres Owners of Illinois, and W. A. Steffes, Northwest unit head, who is here co-operating with Saperstein in the operator situation.

The threatened shutdown would (*Continued on page 8*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 5, 1931 No. 56

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Film Royalties Raise Estate of Novelist

Film royalties have nearly trebled the estate of Richard Harding Davis since the author's death in 1916. When he died, he left $49,029, but film and dramatic royalities, chiefly the former, have increased it to $136,000, it is shown by an accounting filed in White Plains by the Bank of America, executor and trustee. The largest item is sale of 67 stories to Fox for $54,000.

"BUY RIGHT—BUT BUY NOW"

Publix Building Charlotte Alhambra

CHARLOTTE, N. C.—Reconstruction of the Alabama here to provide Publix with a better showhouse to replace the burned Imperial Theatre soon will be started.

The improvements will cost in excess of $25,000. Whatever plans Publix may have had for rebuilding the Imperial have been abandoned.

"BUY RIGHT—BUT BUY NOW"

Beaudine to Columbia

HOLLYWOOD—William Beaudine has been signed by Columbia to direct several productions, the first to be "The Man in Her Life."

"BUY RIGHT—BUT BUY NOW"

Showing Gibbons Film

Floyd Gibbons' first picture will be the first film to be screened on top of the Empire State Building, world's tallest structure. RKO Van Beuren Corporation, producers of the thirteen "Floyd Gibbons' Supreme Thrills" will screen the first release, "Woodrow Wilson's Great Decision," at a special showing following a luncheon to the press today.

"BUY RIGHT—BUT BUY NOW"

Plague Closes Theatres

BELMONT, N. C.—Theatres and other public gathering places here have been ordered closed as a precaution against what is believed to be an outbreak of cerebro-spinal meningitis, which has already claimed three victims in this vicinity.

Purely Personal

HUBERT VOIGHT came in town with Elmer Fryer, head of the still department at the W.B.-F.N. studios. They are waiting for Marion Marsh to arrive Monday and they will take pictures of her in various parts of New York, as exteriors for her next. Lil Dagover will get in from abroad on the 24th and Voight will escort her back to the Coast, stopping off at various cities on the way.

RUTH WATERBURY, fan magazine editor, and Norman Kranza arrived in town on the same train Voight and Fryer did.

KARL DANE and George K. Arthur, co-stars of a series of two-reel comedies, are at Newport for scenes for their new Paramount comedy, "Join the Navy."

MAJOR EDWARD BOWES of the Capitol is wearing a broader smile nowadays, having made a hole-in-one at the Sleepy Holly Country Club.

LEO ABRAMS, Universal New York exchange manager, is reported engaged to Charlotte Kessler, also identified with a picture company.

FRANK LLOYD will leave for an extended tour of Europe upon completing the direction of Billie Dove in "The Age for Love."

A. S. KIRKPATRICK of Educational is convalescing from his recent illness and is expected to return to duty within a few days.

"PAT" GARYN may have to learn the sign language if that paving work on 46th St. keeps on. It sounds like a miniature war.

DAVID IDZAHL, manager of the Fox Theatre, Philadelphia, has been elected to the Chamber of Commerce by unanimous vote.

JACK (LARRY) GARDNER, Boston RKO manager, is in New York on a visit. Larry's an ardent baseball fan.

WILLIAM M. WILKINSON has been made company manager of the Fanchon & Marco "Vacation Days" Idea on tour. It opens tomorrow at the Denver Theatre, Denver.

MIKE SIMMONS leaves this weekend for a vacation in the Adirondacks. It's to be "Hark, hark, the lark" from now on.

HERMAN A. CHRISMAN has been made booker and office manager at Columbia Memphis exchange.

TOM THORNTON, formerly selling for Universal, has joined the Denver Columbia branch.

ED HURLEY has joined the publicity department of the Fox Theatre in Washington.

GLORIA SWANSON will land Friday from the *Paris* after a vacation abroad.

M. J. WEISFELDT rises to remind that his first picture is "I am from Siam."

GEORGE ROSS is now in charge of Columbia's Milwaukee exchange, being transferred from Kansas City.

SOL BRILL is at his home recovering from a recent heart attack.

"BUY RIGHT—BUT BUY NOW"

RKO Gets Break In Cincinnati Sheet

CINCINNATI—Following the recent dissension between RKO and the *Cincinnati Enquirer*, the only morning and Sunday paper in the city, which was amicably settled, the local circuit office crashed the sheet during personal appearance of Laurel Miller, astrologer, at the Capitol, in the biggest tieup ever put over here.

During the week's engagement, five pages of exploitation, and the equivalent of three pages of reading matter appeared in the *Enquirer*, which, incidentally, carries a daily horoscope by the astrologer as a regular feature.

Dull Day for Stock Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅝	7⅝	7⅝	+ ⅜	200
Eastman Kodak	138½	135½	137	— ½	3,200
Fox Film "A"	15¾	15½	15½	— ⅛	1,200
General Theatre Equipment new	3¾	3⅝	3⅝	.....	900
Loew's, Inc.	47	46⅛	46½	— ½	4,200
Paramount Publix	23⅝	23½	23⅝	— ⅜	1,800
Pathe Exchange	1½	1½	1½	— ⅛	200
RKO	14	13¾	13¾	— ½	2,600
Warner Bros.	7½	7¼	7⅜	.....	6,400

Curb Issues Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures	11½	11¼	11½	+ ½	300
Columbia Pictures vtc	10	10	10	.....	100
General Theatre Equipment pfd	6⅛	5⅞	6	— ⅛	3,100
Sentry Safety Control	⅞	⅞	⅞	.....	1,000
Technicolor	7½	7	7¼	+ ¼	1,000
Trans Lux	5¼	5⅛	5¼	.....	1,200

Bond List Rallies; P. F. L. Gains 3

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29	28⅞	28⅞	+ ¾	4
Loew's 6s '41 ex war	98	97¼	97¾	— ¼	9
Paramount Broadway 5½s '51	101¾	101¾	101¾	+ ¼	1
Paramount F. L. 6s '47	90	90	90	+3	5
Paramount Publix 5½s, '50	78	78	78	+ ½	1
Pathe 7s '37 ww	91½	91	91½	+2⅛	15
Warner Bros. 6s '39 wd	45¼	44¾	45¼	+ ½	15

Prinz to Stage Warner Units In "Philly"

Le Roy Prinz was signed by Warners yesterday to take charge of the flexible unit shows to be produced as part of the programs at the Mastbaum Theatre, Philadelphia. The first of the new shows will be staged on August 22, when the Warners will introduce their own bills in their houses in Pittsburgh, Chicago, Washington, Milwaukee and Jersey City.

Prinz has had considerable experience in staging legitimate shows, having put on the Earl Carroll "Sketch Book," "Vanities" and "Top Speed." Each of the theatres in the Warner chain featuring stage shows as preludes to pictures is to have a producer of its own. Prinz's work in Philadelphia will be supervised by William Goldman and Al Kays.

"BUY RIGHT—BUT BUY NOW"

Epics Gets Shorts With Femme Appeal

"Let's Go Places" is the title of a series of unique travel pictures to be handled by Talking Picture Epics, Inc., and which are designed to have especial appeal to the female portion of theatrical audiences. The series will consist of visits to little known places.

The accompanying recorded talks will be written and spoken by Emma Lindsay Squier, authoress, a regular contributor to "Collier's," "The "Ladies' Home Journal" and "Good Housekeeping."

"BUY RIGHT—BUT BUY NOW"

Exhibitors Trying to Get Republican Meet

PHILADELPHIA—Pledge of co-operation to the mayor and William Goldman of Warner-Stanley in their efforts to bring the national Republican convention to Philadelphia in 1932 has been made by the eastern Pennsylvania exhibitor unit.

"BUY RIGHT—BUT BUY NOW"

A. M. P. A. Nominations

Members of the A. M. P. A. will meet tomorrow at the Dixie Hotel, where a nominating committee to select officers for the ensuing year will be appointed. Michael Simmons, incumbent, will not run again for president. Elections will follow within the next few weeks.

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WANDERING MEN! WONDERING WIVES!

Every Heartbeat Asks "Where are They Tonight?"—They're Everywhere! Blazing the Trail for Business! While Around them Whirls Life's Mad Kaleidoscope. A Thousand Miles from Home with No One to Answer To!

Here Is Their Story! Packed With Suspense! Tense With Excitement!

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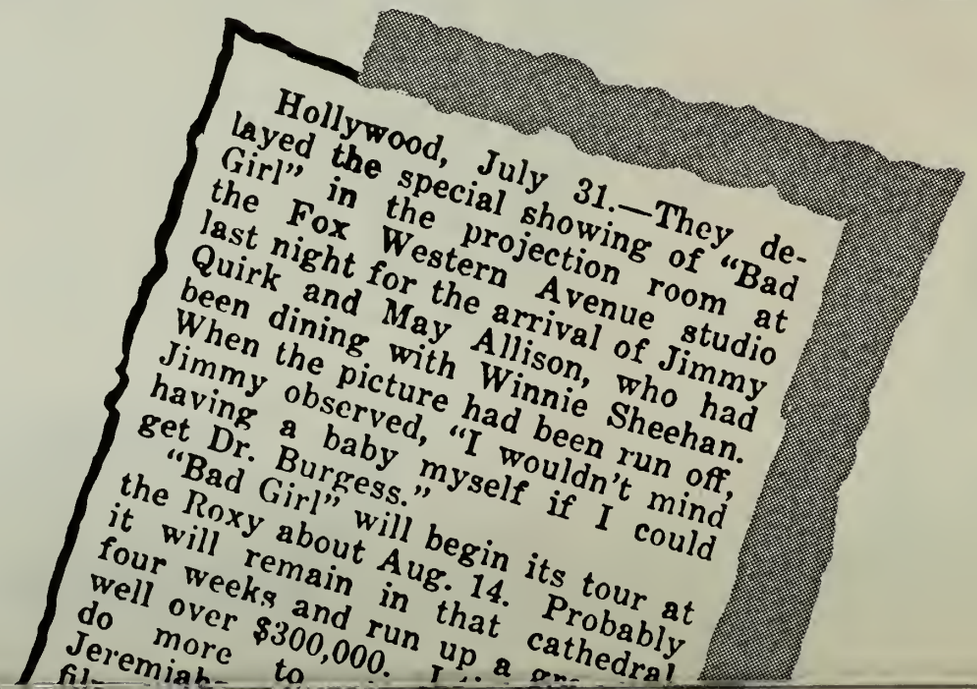
DIRECTED BY PAUL SLOANE

RKO-RADIO PICTURE

RKO Radio PICTURES

TUNE IN! *"RKO Theatre of the Air" N.B.C. Coast to Coast Network Every Friday Night, 10:30 P.M. New York Time*

"200 HARD BOILED REVIEWERS AND REPORTERS ALL BROKEN DOWN FROM LAUGHTER AND TEARS"



Hollywood, July 31.—They de-
layed the special showing of "Bad
Girl" in the projection room at
the Fox Western Avenue studio
last night for the arrival of Jimmy
Quirk and May Allison, who had
been dining with Winnie Sheehan.
When the picture had been run off,
Jimmy observed, "I wouldn't mind
having a baby myself if I could
get Dr. Burgess."

"Bad Girl" will begin its tour at
the Roxy about Aug. 14. Probably
it will remain in that cathedral
four weeks and run up a gr
well over $300,000. I
do more to
Jeremiah
fil

predictions are
the fact that an audience
about two hundred hard-boiled
reviewers and reporters came away
from last night's preview all broken
down from laughter and tears.

Has Knockout Wallop.

"Bad Girl" hit them right where they live with a knockout wallop none the less effective for being delivered with perfect timing and precision by Director Frank Borzage, Actor James Dunn and Actress Sally Eilers.

Jimmy Dunn in particular gives a performance that is going to make him the shopgirl's sweetheart. What a Boy!

Featured players Minna Gombell and George Irving are faultless, with Minna carrying the heavier task. William Pawley contributes a bit as Sally's sanctimonious brother that makes you want to kill him.

Every girl in New York has read Vina Delmar's story "Bad Girl." Doubtless a fair proportion in the couple of years since the book was published have been Bad Girls themselves, gotten married, and had babies. They all will see this new picture and have the fun of crying over themselves again. And when, in the fullness of time, those babies grow up and are bad like their mothers, they will cry over this same "bad girl." It is as deathless as life itself.

FLORABEL MUIR.

New York Daily News

(who also correctly predicted the smash success "Daddy Long Legs")

NEW SEASON
FOX
NEW HITS

JAMES DUNN
SALLY EILERS
in BAD GIRL

with

MINNA GOMBELL · WILLIAM PAWLEY

From Vina Delmar's novel and play by her and Brian Marlowe

Directed by

FRANK BORZAGE

"Politics" Is DesMoinesAce With $11,000

Total $26,800 for 3 Theatres

DES MOINES—Everyone is seeking a good laugh, and when they heard that there was one at the Des Moines they flocked there. From one to another the word was passed and the B. O. mounted steadily during the week. "Politics," with Dressler and Moran rang the bell with a record breaking business of $11,000 for the week. This was in the midst of very hot weather.

"Broadminded," at the Paramount for the first three days, was just above average with $6,000, while the last half, with "Transgression," grossed $1,000 above the usual amount. The Paramount County Fair on the stage and Rin Tin Tin in person helped to swell the coffers during the "Transgression" booking. "Son of India," with $2,400, was 25 per cent above average. "Ex-Bad Boy," with $900 for the last three days at the Strand was checked as "good."

Estimated takings for the week ending August 1 and year-round averages:

"POLITICS" (M-G-M)
DES MOINES—(1,600), 25c-35c-60c, 7 days. **Gross:** $11,000. (Average, $7,000.)

"BROADMINDED" (F. N.)
PARAMOUNT—(1,700), 3 days, 25c-35c-60c. **Gross:** $6,000. (Average, $5,500.)

"TRANSGRESSION" (Radio)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. **Gross:** $6,500. (Average, $5,500.)

"SON OF INDIA" (M-G-M)
STRAND—(1,100), 4 days, 20c-35c. **Gross:** $2,400. (Average, $1,700.)

"EX-BAD BOY" (Univ.)
STRAND—(1,100), 3 days, 20c-35c. **Gross:** $900. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

'Gertie' Rakes In Gold Dust In Ind. City

Total $45,200 for 5 Theatres

INDIANAPOLIS—The Lyric, showing "Gold Dust Gertie," and local vaudeville favorites with radio reputations, took in the exceptional figure of $12,000, which is five grand above average. That is real business for the summer. "The Girl Habit" went $3,500 above par at the Circle and "Women Love Once" also was up at the Indiana.

Estimated takings for the week ending July 31 and year-round averages:

"NIGHT NURSE" (Warners)
APOLLO—(1,100), 25c to 50c, 7 days. **Gross:** $3,700. (Average, $4,000.)

"THE GIRL HABIT" (Para.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $8,500. (Average, $5,000.)

"WOMEN LOVE ONCE" (Para.)
INDIANA—(3,300), 25c-65c, 7 days. Publix unit. **Gross:** $13,500. (Average, $13,000.)

"GOLD DUST GERTIE" (Warners)
LYRIC—(2,000), 25c-50c, 7 days. RKO vaudeville. **Gross:** $12,000. (Average, $7,000.)

"THE GREAT LOVER" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $7,500. (Average, $8,500.)

Haw !

OTTAWA—"Influence" of the American picture on Canadians has furnished fodder for many a political speech and natives of the Dominion have shuddered at this menace. Denunciations of this nature reached a climax when the government declared that a "movie combine" existed above the border, and American distributors were assailed in the probe report.

Last week "The Speckled Band," a British production starring Denton Massey, a Canadian, played the Imperial. It took in $2,300. The house average is $3,000.

There is a suspicion here that the politicians in the Capital who have been squawking for British pictures failed to attend the Imperial.

'Transatlantic' And 'Politics' Big on B'way

Total $293,924 for 11 Theatres

It looks something like old times these days around the Roxy and the Capitol, where "Transatlantic" and "Politics" are the attractions. The former is giving the Roxy a sensational comeback after its brodie of last week on revival of "Sunny Side Up," which dipped to $39,800. It was jerked on its sixth day to make way for "Transatlantic." Early morning lines at the Capitol are attesting to the popularity of Polly Moran and Louise Dresser in "Politics."

Warners switched bookings at the Winter Garden to cash in on the publicity of New York's gangster outrages, spotting in "The Star Witness" Monday night, and holding off "Bought" to reopen the Hollywood August 14. After a big newspaper campaign, the picture opened with a bang.

Estimated takings for the week ending July 30 and year round weekly averages:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 8th week, 7 days. **Gross:** $12,100.

"SON OF INDIA" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show. **Gross:** $67,754.

EMBASSY (All Newsreel)
EMBASSY—(598), 25c, 7 days. **Gross:** $7,717.

"THE COMMON LAW" (RKO Pathe)
MAYFAIR—(2,300), 40c-$1, 2nd week, 7 days. **Gross:** $27,311.

"THE MAGNIFICENT LIE" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $63,700.

"MANSLAUGHTER" (Para.)
and
"THE MIGHTY" (Para.)
RIALTO—(1,904), 7 days. **Gross:** $5,400.

"SMILING LIEUTENANT" (Para.)
RIVOLI—(2,103), 40c-$1, 2nd week, 7 days. **Gross:** $24,100.

"SUNNY SIDE UP" (Fox)
(Return Engagement)
ROXY—(6,200), 50c-$1.50, 6 days. Stage show. **Gross:** $39,800.

"NIGHT NURSE" (Warners)
STRAND—(3,000), 35c-$1, 2nd week, 7 days. **Gross:** $21,432.

"THE FATAL HOUR" (First Division)
WARNERS—(1,490), 35c-75c, 3rd week, 7 days. **Gross:** $3,450.

"SMART MONEY" (Warners)
WINTER GARDEN—(1,493), 6th week, 9 days. **Gross:** $21,160.

"BUY RIGHT—BUT BUY NOW"

Haines City Advertises

HAINES CITY, Fla.—The Chamber of Commerce and Florida Military Institute are backing a motion picture which is being made here, which will show scenes and activities of this section, and which it is proposed to send out for exhibition in central states.

"Politics" and 'Common Law' Frisco Highs

Total $164,100 for 9 Theatres

SAN FRANCISCO—Heat and depression mean nothing to the public when it wants to see a picture. Here is the story:

"Politics," the Marie Dressler and Polly Moran vehicle, took in $50,000 at the Fox, beating average by $16,000.

"The Common Law" boosted the Orpheum's normal take of $12,000 to $19,000, or an overage of $7,000.

"Women of All Nations," "Arizona" and "The Girl Habit" also climbed up into the black figures.

Estimated takings for the week ending July 29 and year-round grosses:

"WOMEN OF ALL NATIONS" (Fox)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band, stage revue. **Gross:** $13,500. (Average, $13,000.)

"POLITICS" (M-G-M)
FOX—(4,600), 35c-60c, 7 days. F. & M. stage show, Walt Roesner concert. **Gross:** $50,000. (Average, $34,000.)

"ARIZONA" (Col.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. RKO vaudeville. **Gross:** $15,350. (Average, $15,000.)

"COMMON LAW" (RKO-Pathe)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $19,000. (Average, $12,000.)

"THE DEVIL TO PAY" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days, second week. **Gross:** $10,000. (Average, $11,000.)

"THE GIRL HABIT" (Para.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Ruhe Wolf band, stage varieties. **Gross:** $22,000. (Average, $21,000.)

Week ending July 30:

"NIGHT ANGEL" (Para.)
PARAMOUNT—(2,740), 25c-35c-50c, 7 days. Captain Dohbsie, Happytime Crew, Jess Stafford's band. **Gross:** $18,000. (Average, $19,000.)

"NIGHT NURSE" (Warners)
WARNER BROS.—(1,385), second week, 7 days. **Gross:** $8,250. (Average, $10,500.)

Week ending Aug. 1:

"PRIVATE SECRETARY" (German film)
COLUMBIA—(1,700), 35c-50c-75c. **Gross:** $8,000.

"BUY RIGHT—BUT BUY NOW"

Ban Walkathons

TORONTO—After banning carnivals this year, the City of Toronto has officially put its foot down on walkathons when promoters broached the subject to civic officials. The walking festivals have proved popular in only one city of Canada, this being Vancouver, B. C., where marriages and other stunts were mixed in with the travelogue. The walkathon at Montreal was a flop; the one at Hamilton was called off after a few days; promoters got the cold shoulder at Ottawa and Winnipeg did not take to it.

"Secret Call" High Grosser In Baltimore

Total $60,400 for 7 Theatres

BALTIMORE — Refrigerated Loew's Century was the only first run house doing very good during this week. There "The Secret Call" and the stage unit "Revue Moderne," proved a good draw with receipts $1,000 above average, even though the first four days of the week were the worst ever experienced here for continued heat and humidity.

"Honeymoon Lane" pulled Keith's up to $6,400, about $900 above normal, but Ruth Chatterton died gradually as the week waned in "The Magnificent Lie" at Loew's Stanley, the receipts barely reaching the average of $17,500.

Estimated takings for the week ending July 30 and year-around averages:

"HONEYMOON LANE" (Para.)
KEITH'S—(2,500), 25c-50c, 6 days, plus a Sunday midnight performance. **Gross:** $6,400. (Average, $5,500.)

Week ending Aug. 1:

"THE SECRET CALL" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, "Revue Moderne," orchestra. **Gross:** $20,000. (Average, $19,000.)

"CONFESSIONS OF A CO-ED" (Para.)
(Shown uptown after one week at Loew's Century downtown)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $3,500. (Average, $3,500.)

"THE MAGNIFICENT LIE" (Para.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $17,500. Average, $17,500.)

"CONFESSIONS OF A CO-ED" (Para.)
(Shown downtown after one week at the Loew's Century, directly under this theatre, downtown)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,200. (Average, $2,800.)

"TOO MANY COOKS" (Radio)
NEW—(1,600), 25c-50c, 6 days. Walker-Sharkey fight films. **Gross:** $6,500. (Average, $8,000.)

"UP FOR MURDER" (Univ.)
WARNER'S METROPOLITAN—(1,300), 6 days. **Gross:** $3,300. (Average, $4,500.)

"BUY RIGHT—BUT BUY NOW"

"Magnificent Lie" Is $2,500 Over in K. C.

Total $53,300 for 5 Theatres

KANSAS CITY—It took "The Magnificent Lie" to lick the heat here, the Paramount production grossing $15,000 at the Newman against the house average of $12,500. Not so bad. "Party Husband" beat par by $100, and "The Common Law" just made the average figure.

Estimated takings for the week ending August 1 and year-round averages:

"COMMON LAW" (RKO-Pathe)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $15,000. (Average, $15,000.)

"SON OF INDIA" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $10,000. (Average, $14,500.)

"THE MAGNIFICENT LIE" (Para.)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $15,000. (Average, $12,500.)

"HONEYMOON LANE" (Para.)
LIBERTY (1,200), 25c-50c, 7 days. **Gross:** $7,200. (Average not determined.)

"PARTY HUSBAND" (F. N.)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,100. (Average, $6,000.)

Acumen

CREDIT "Skip" Weshner with a real punch newspaper campaign on "The Star Witness," which had an auspicious opening Monday at the Winter Garden. The picture was spotted in a hurry, so that "Skip" and his lieutenants had to move fast in getting the picture before the public. "Skip" looked up to New York's gangster warfare to bring home to the public the parallel situations of the picture. A good job, well done.

HYNES

"BUY NOW" SALES

The "Buy Right—But Buy Now" movement continues to sweep throughout the country. Warners-First National declare that it has done wonders in stimulating exhibitors to see to it that they pay attention to their programs by getting the best that is to be had as early as practicable.

Listed herewith are the booking contracts calling for Warners-First National product received yesterday.

Alaska
Coliseum, Juneau, W. D. Gross.

Arkansas
Lyric, Mena, E. C. Pearson.

California
Egyptian, Indiao, G. C. Pawley.

Florida
Lyric, Dunnellan, G. M. Chalker.

Idaho
Panida, Sandpoint, F. C. Weskill.

Illinois
Gaelic, Chicago, John Remijas; Deerpath, Lake Forest, Polka Bros.; Pickwick, Park Ridge, Polka Bros.; Family, Quincy, Crooks and Crooks; Acadia, Chicago, John Remijas; Desplaines, Desplaines, Polka Bros.; De Luxe, Chicago, C. Golin; Capitol, Springfield, C. K. Franklin.

Kentucky
Tabb, Mt. Sterling, H. B. Turner.

Louisiana
Paramount, Elizabeth, E. K. Ahrens; Maurins, Reserve, L. J. Maurin.

Michigan
Ferry Field, Detroit, Ferry Field Amusement Co.; Buchanan, Detroit, Buchanan Theatre Co.; Courtesy, Detroit, Courtesy Theatre Co.; Grand Riviera, Port Huron, Mike Chargot; Oakman Boulevard, Detroit, Oakman Boulevard Theatre Co.

Minneapolis
Wonderland, Windom, Redding & Stroud.

Missouri
Edmonds, Oak Grove, Mae Edmonds; Gilliox, Monett, M. E. Gilliox and C. E. Morris; Belmont, Kansas City, Rube Finkelstein; Peoples, Pleasant Hill, E. P. Fisher.

New York
Shadowland, Ellenville, Joseph Spadaro; Elrin, Endicott; Comerford Theatres Co.

North Carolina
Carolina, Hamlet, R. P. Rosser.

New Jersey
Rialto, Paterson, Meyer Greiman.

Ohio
Wilmar, Columbus, T. L. Snowden; Oxford, Oxford, Joe Hieser; Tivoli, Akron, T. Barden and H. Malone; Princess, Springfield, Phil Checkeres; Southern, Springfield, C. C. Jackson.

Pennsylvania
Liberty, Carnegie, Peter Gorris; Strand, Bridgeville, J. O'H. Rankin; American, Vestaburgh, Peter Profili.

South Dakota
Grand, Brookings, F. T. McCarthy.

Utah
State, Salt Lake City, Joseph Lawrence.

Washington
Olympian, Port Angeles, E. A. Halberg; Audian, Pullman, Martins Garage Co., Inc.; Rose, Colfax, F. C. Weskill.

West Virginia
War, War, War Theatre, Inc.

Wisconsin
Mikadow, Manitowoc, Great Lakes Amusement Co.

Texas
Rialto, Sinton, Hall Industries; Rialto, Cuero, Hall Industries; Rialto, Arkansas Pass, Hall Industries; Rialto, Alice, Hall Industries; Rialto, Refugio, Refugio Amusement Corp.

CINCINNATI—Eleven theatres in Ohio have been closed for the entire 1931-32 RKO Pathe program by Stanley Jacques, branch manager at Cincinnati, and Salesman A. L. Sugarman. The situations are: Palace, Lancaster; Orpheum, Xenia; La Max, Wilmington; Empress, Columbus; Garden, Columbus; Grandview, Columbus; Hudson, Columbus; Alhambra, Columbus; Royal, Columbus; Ogden, Columbus; Salem, Dayton.

Another deal involving six towns in West Virginia was secured by Salesman H. E. Callaway of the Cincinnati territory. Houses are the Rialto, Scarbro; Freeman, Northfork; War, War; Ferguson, Charleston; Rialto, Kimball; Hippodrome, Delberton. All features and shorts go on this.

ATLANTA—W. J. Collins of the RKO-Pathe Exchange closed deals for features and shorts in the following ten spots: Alexander City, Albertsville, Attalla, Boaz, Guntersville, Union Springs, Tuskegee, Troy, Carbon Hill and Winfield.

GALVESTON, Tex.—A. Martini showed his approval of the "Buy Right—But Buy Now" movement by signing contracts for the 48 new season Fox pictures. They will be shown in the Martini and the Dixie Theatres.

Monogram Pictures reports that the following California theatres have contract for the entire list of 28.

Loma, Burbank; Rialto, Long Beach; Parisian, Los Angeles; Ravenna, Los Angeles; Dale, Long Beach; Rialto, San Bernardino; Temple, San Bernardino; Lincoln, Stockton; Nippon, Sacramento; Princess, Frisco; Star, Stockton; Crystal, Porterville; National, San Jose; Circle, Frisco; Mexico, Sacramento; Union Sq., Frisco; Strand, Grass Valley; Nevada, Gardrenville; Hidalgo, Los Angeles; National, Los Angeles; Mission, Santa Barbara; Empire, Santa Rosa; Strand, Petaluma; Shamrock, Frisco; Lyric, Marysville; Bijou, Visalia; Sunset, Los Angeles; Graham, Graham; Pompeii, Frisco; Daly, Los Angeles; Belvedere, Los Angeles; Strand, Los Angeles; Burbank, Los Angeles; Optic, Los Angeles; Art, Los Angeles; Moon, Los Angeles; Regent, Los Angeles; Lyceum, Los Angeles; Kinema, Escondido; Savoy, Los Angeles; Regent, Oakland; Palace, Pittsburgh; Gem, Oakland; Acme, Frisco; Lyceum, Fresno; Jose, San Jose; Auburn, Auburn; Silver Palace, Frisco; Rialto, Sacramento; Victoria, Frisco; Gridley, Gridley; Lone Pine, Lone Pine; Meralto, Los Angeles; Laughlin, Long Beach; Park View, Frisco; Strand, Santa Rosa; Avalon, Martinez; Liberty, Sacramento; Star, Reedley; Royal, Hanford; Orpheum, Flagstaff; Forum, Barstow; Wonderland, Los Angeles; Virginia, Bakersfield.

CLEVELAND—Nat Lefton, general manager of Standard Film Service Co., announces that Loew has bought the entire short subject product for Cleveland, Akron, Canton, Toledo, Columbus, Dayton and Louisville.

Gold Medal Films Co., Philadelphia, distributor of Mascot serials, has made the following sales of "The Vanishing Legion," "The Galloping Ghost," "The Lightning Warrior" and "The Eagle's Shadow," the entire Mascot line-up for the 1931-1932 season:

Aldine Theatre, Atlantic City; Astor Theatre, Atlantic City; Lyric Theatre, Atlantic City; Ventor Theatre, Atlantic City; Aldine Theatre, Baltimore; Brodie Theatre, Baltimore; Carey Theatre, Baltimore; Dunbar Theatre, Baltimore; Goodtime Theatre, Baltimore; Lafayette Theatre, Baltimore; Preston Theatre, Baltimore; Regent Theatre, Baltimore; Collins Theatre, Covington, Va.; Strand Theatre, Covington, Va.; Palace Theatre, Coatesville, Pa.; Broadway Theatre, Danville, Va.; Pastime Theatre, Duryea, Pa.; Plaza Theatre, East Stroudsburgh; Strand Theatre, East Stroudsburgh; Fourth Street Theatre, Easton; St. Mary's Auditorium, Freeland, Pa.

Opera House, Girardville, Pa.; Newport Theatre, Glen Lyon, Pa.; Dixie Theatre, Newport News; Diamond Theatre, Hazelton; Family Theatre, Hazelton; Strand Theatre, Lancaster; Elks Theatre, Middletown, Pa.; Palace Theatre, McAdoo, Pa.; Strand Theatre, McAdoo, Pa.; Roxy Theatre, Martinsville, Pa.; Bijou Theatre, Milton, Pa.; Legionaire Theatre, Milton, Pa.; Cockade Theatre, Petersburgh, Va.; Idle Hour Theatre, Petersburgh, Va.; Alhambra Theatre, Philadelphia; Penn Theatre, Philadelphia; Crosskeys Theatre, Philadelphia; Fairmont, Philadelphia; Elite Theatre, Philadelphia, Pa.; Howard Theatre, Philadelphia; Eagle Theatre, Philadelphia; Leader Theatre, Philadelphia.

Model Theatre, Philadelphia; New Empress Theatre, Philadelphia; Ideal Theatre, Philadelphia; Oxford Theatre, Philadelphia; Plaza Theatre, Philadelphia; Rex Theatre, Philadelphia; Richmond Theatre, Philadelphia; Strand, Philadelphia; Wynne Theatre, Philadelphia; Capitol Theatre, Scranton; Majestic Theatre, Shamokin, Pa.; Neutral Theatre, Simpson, Pa.; Liberty Theatre, Philadelphia; Majestic Theatre, Tamaqua, Pa.; Bijou Theatre, Trenton; Greenwood Theatre, Trenton; Princess Theatre, Trenton; Strand Theatre, Trenton; State Theatre, Trenton; Rialto Theatre, Trenton; Dunbar Theatre, Washington; Capitol Theatre, Wilkes Barre; National theatre, Wilmington; Millwald Theatre, Wytheville, Pa.; Hersker Theatre, West Hazelton; Rialto Theatre, West Chester.

Contracts for Big 4 productions have been closed by the Capital Film Exchange of New York as follows:

New York City: Washington, Pershing, Mecca and Claremont. Brooklyn: Washington, Navarre, Bay, Crystal, Nostrand, Rige, Royal, Venus, Etude, Garfield, Classic, Miriam, Mapleton, Parkway, Avon and 16th Street. Other spots closed were the Embassy at Bayonne, N. J.; Stratton, Middletown, N. Y.; Raymond, City Island, N. Y.

In Texas Big 4 contracts were closed by the Allied Film Exchanges of Dallas on the new series of 12 westerns with these theatres:

Opera House, Jacksboro, Palace, Overton; Odeon, Fort Worth; National, Graham; Crystal, Gilmer; Payne, GLADWATER. Gladwater.

Splendid

"THE GREAT DECISION," first of the Floyd Gibbons subjects, gives that series an auspicious start. In ten minutes, a kaleidoscope of the war and the part Woodrow Wilson played in it passes before you in short, staccato, dramatic newsreel shots enlivened by Gibbons' rapid-fire monologue.

It's like turning back a page of stirring history. Gibbons' rapid-fire delivery keeps the narrative booming along and nowhere along the line does his story or the picture lag.

This is a different kind of short and worthy of any showman's attention. A Van Beuren Picture produced for RKO Pathe release.

KANN

Klein Named Foreign Big 4 Representative

Edward L. Klein has been appointed representative for Big 4 in continental Europe, Africa and the Near East. He will distribute six all-star westerns as follows: "Beyond the Rio Grande," "Ridin' Law," "Firebrand Jordan," "Bar L Ranch," "Canyon Hawks" and "Trails of Danger"; six Wally Wales Westerns, including "Breed of the West," "Red Fork Range," "Hell's Valley," "So This Is Arizona," "Riders of the Cactus" and "Flying Lariats," and the melodramas, "Sheer Luck" and "Trapped," as well as the two-reel comedies, "A Radio Razzberry" and "The Wages of Gin." Klein will make his headquarters at Paris.

"BUY RIGHT—BUT BUY NOW"

Technicolor Process Introduced on Friday

New process of Technicolor will be introduced Friday at the New York Strand in Radio's "The Runaround," directed by the late William Craft. The film is done entirely in color. Radio is following this with "Mom," which also will be done entirely in color. The new process is said to eliminate grain.

"BUY RIGHT—BUT BUY NOW"

Fanchon & Marco Unit Clicks in Mpls.

MINNEAPOLIS—Opening of Fanchon & Marco unit as the stage show at the 4,000-seat Minnesota hit most of the reviewers favorably. The first show is billed as "Tomorrow's Stars" and features Bessie, Veronica and Walker, Mary Miles, Wanda Allan and others. Stan Malotte, the organist, adds one of his novelties and Lou Breese is still master of ceremonies and in charge of the theatre's excellent orchestra.

"BUY RIGHT—BUT BUY NOW"

Another 'Cincy' First Run

CINCINNATI—Benjamin A. Cohen has taken a 15-year lease on the Lyceum, an abandoned downtown house once devoted to road attractions, at a total consideration of $150,000. He plans extensive remodeling, and may open the house with pictures.

"BUY RIGHT—BUT BUY NOW"

Stanley Making Trailers

Stanley Recording Co. has contracted with National Screen Service for recording of a series of sound-on-film song trailers. Lew White is organist and Norman Brokenshire the announcer.

Gets First License For RCA Television

Freed-Eiseman Television and Radio Corp. yesterday became the first licensee under the RCA television patents. The license also embraces manufacture of radio equipment, states Arthur Freed, president of the company.

"BUY RIGHT—BUT BUY NOW"

Roach Feature at Capitol

"Pardon Us," Hal Roach full length comedy with Laurel and Hardy, has been booked for the Capitol starting August 21.

Indie Exhibs Are Speeding Comeback

(Continued from page 1)

York operator, returns to the independent fold on an extensive scale, is expected to be announced within a few days. Thirty-five upstate New York houses are involved.

More Deals Pending

Fox also has pending deals for 44 other New York state and Northern New Jersey theatres. One of these is with Louis Frisch and involves 15 Brooklyn theatres; another is with an unnamed independent for 18 Long Island and seven New Jersey houses. M. Silverman is negotiating for three Fox Bronx houses, the Blenheim, Parkway and Belmont.

Publix has just completed a deal with E. J. Sparks under terms of which his Consolidated Theatres of Florida takes over nine Florida theatres. This is part of the general program of the company to turn over operation of theatres to its local partners, where feasible.

A similar deal is pending in North Carolina, where Publix-Kincey is owned 50 per cent by Publix and 50 per cent by Robert Wilby. Publix proposes to sell its holdings to Wilby, it is stated.

In the Kansas City territory, Publix recently completed a deal with Dubinsky Brothers, which gives them operation of the houses jointly owned with Publix. Similar deals are reported pending in a number of spots.

Warners Divesting

In the Philadelphia territory, Warners recently began divesting itself of a number of houses in a move which placed Ben Amsterdam back in the independent spotlight. Ben August 17 begins operating the Atlanta Theatre Co., with 12 houses under its control. The 12 houses will be taken over from Warners and include the nine houses of the former Jake Fox circuit and three other Warner houses.

Sale of the houses to Amsterdam marks the first time that Warners have turned back houses to independent operators. Amsterdam is planning acquisition of a number of other houses, and Philadelphia anticipates more deals to mark return of independent exhibitors.

In addition to these deals with distributing-exhibiting firms, the last year has witnessed a general return of independent operators. Names long familiar in exhibition are represented in this development.

"BUY RIGHT—BUT BUY NOW"

Three Theatres Play Lieutenant Day, Date

(Continued from page 1)

Uptown and the picture is expected to get two weeks in all three houses, giving it six weeks of playing time and hastening its release to the subsequent runs.

"BUY RIGHT—BUT BUY NOW"

RKO Mgrs. at Meet

Managers of the various RKO theatres throughout the country are in New York attending meetings presided over by Joseph Plunkett. The confabs will last until Thursday.

150 Chicago Houses Are Ready to Close

(Continued from page 1)

throw 1,500 union men out of work instead of the approximately 300 who would be discharged under the one-man-in-the-booth policy. Exhibitors this Monday were to have begun operation of their own projectors, but last-minute objections delayed the plan. Such a move, it was felt, would work a hardship on other theatrical unions, as a general walkout would be inevitable. The move also would work a hardship on theatres not a party to the plan. The new proposal puts all responsibility in the matter upon Maloy, exhibitors say.

"BUY RIGHT—BUT BUY NOW"

No Unit Fostered Chi Operator Probe

(Continued from page 1)

Prosecutor Bellows in commenting on Allied's offer of co-operation.

"Our work is practically over now," said Prosecutor Bellows in commenting on offers of co-operation. "We have been in possession of enough evidence to obtain convictions for some time. If these offers had come two or three months ago when it was exceedingly difficult to obtain co-operation of any kind to further the investigation they would have been of vastly more value. As it is, all that can be done with the 'war chest' the Allied States Association is reported to be raising is to put it to their own use in making private investigations or in providing additional protection for those of their members who feel they require it. However, this office stands ready to furnish protection at any time to any one legitimately requiring it through having aided the investigation.

"The investigation was started by an accumulation of complaints and pleas for aid from many Chicago exhibitors. Any number of them were not affiliated with any organization whatever," he said.

Complaints had been received, he said, even prior to the city election last April, but action was not taken until it was evident that the union's demands would force numerous theatre closings here this summer.

"BUY RIGHT—BUT BUY NOW"

B. & K. to Splurge On Newspaper Ads

CHICAGO—Increased advertising space in all Chicago newspapers will be employed by Publix-Balaban & Katz for the announcement of new product bookings beginning today.

The copy will describe the new product as the best ever made available to theatres, reflecting the most recent technical improvements and based on better story material, acting and direction, according to W. K. Hollander, advertising manager. The new product advertising will run in addition to the space regularly used by Publix-Balaban & Katz theatres.

The circuit's new show season will be opened in its five Loop theatres with such bookings as "Merely Mary Anne," "An American Tragedy," "Monkey Business," "Trans-Atlantic," "Huckleberry Finn," "Bad Girl," "Susan Lenox," "This Modern Age," "Confessions of a Co-Ed" and "Bought."

Meyer-Reiger Adopts Trailer Franchise Plan

(Continued from page 1)

tors. This staff of six men will work under Walter J. Freudenberger, general sales manager. Contracts will be for five year periods on a sliding scale. Meyer-Reiger will guarantee to spend $25,000 annually on national advertising.

The Meyer-Reiger trailers will consist of action stills animated with color interspersed wherever it is needed. It will also have an off screen voice synchronized, announcing the high lights of the coming attractions and each trailer will be synchronized with music and dialogue.

There will be three types of trailers: De Luxe of about 150 feet, Class 2 A about 100 feet, and Class 3 B about 65 feet.

All production work will be carried on in New York and service will be done through the 28 franchise holders.

"BUY RIGHT—BUT BUY NOW"

Claim $300,000,000 P.P. Property Value

(Continued from page 1)

made in the suit for triple damages aggregating $3,750,000 brought against the company by E. M. Loew circuit and affiliates. Coercion, unlawful agreements and combinations, threats and other unlawful acts are charged in the complaint.

The six plaintiffs are: Capitol Amusement Co., Lynn, asking $250,000 damages; Loew's Pawtucket Theatre, Inc., $250,000; Loew's, Inc., Boston, $150,000; Loew's Enterprises, Inc., Boston, $200,000; Dorchester Theatre Co., Boston, $250,000, and Hudson Amusement Co., Boston, $150,000.

Neither Charles C. McCarthy, Paramount public relations head, nor Austin Keough, Publix counsel, could be reached yesterday for a statement.

"BUY RIGHT—BUT BUY NOW"

Theatre for College

WINTER PARK Fla.—A theatre to cost $100,000 will be built here for Rollins College, a gift to the institution from Mrs. Edward W. Bok, of Philadelphia. Mrs. Bok is the widow of the builder of the famous Bok Singing Tower at Lake Wells. Contract for the construction of the new theatre has been let to Geo. C. Hessler of Jacksonville. The theatre will be named the Annie Russell.

"BUY RIGHT—BUT BUY NOW"

Starting Another

HOLLYWOOD—Nat Levine, president of Mascot Pictures, has begun preparations for the early production of "The Galloping Ghost," in which Harold (Red) Grange, Illinois halfback, will be starred. B. Reaves (Breezy) Eason, director of Levine's "The Vanishing Legion," Mascot's first serial of the season, will direct.

"BUY RIGHT—BUT BUY NOW"

Thomas Transferred

OKLAHOMA CITY—Ray Thomas, formerly house manager of the Liberty here, has been transferred to the same position at the Mid-West. Both are Warner houses. He succeeds Roy Eby, resigned.

Erpi Studies Course on New Patent Suits

(Continued from page 1)

against further use of the infringing equipment also was issued.

Former Federal Judge John R. Hazel was named Special Master to determine the amount of damages Wallerstein should pay Erpi. Three patents of the Western Electric system are declared infringed by the Pacent equipment. Wallerstein was defended by Warners.

"BUY RIGHT—BUT BUY NOW"

Only 2 in Baltimore Sign for Para., MGM

(Continued from page 1)

Irvington, have signed so far to play pictures of the former company because their contracts were made prior to the adoption of the resolution on June 11.

So far as known no residential house in Baltimore has signed for M-G-M productions for the 1932 season. It is estimated that unless officials of those companies make some arrangement by which their product can be bought on a flat basis as well as percentage, the residential houses will hold them out, which will cause a loss to those companies here of about $150,000 for the season.

There are reports around that perhaps these companies may try to buy in enough residential houses at strategic points in the city for an outlet for their product. Last year report was that the Durkee chain had been sold to Warners. This did not materialize, however.

"BUY RIGHT—BUT BUY NOW"

"Screen University" Proves a Success

BUFFALO—A whole day's instruction through the use of talking pictures, using one of several programs developed by Electrical Research Products, was tried out before 1,300 summer students at the Buffalo State Teachers College. Dr. George B. Neumann, co-director of the summer session, praising the "screen university," said it is a "promising development and foretells the time when students will have the benefit of not only a single staff of educators, but of the country's best in the field."

Methods of teaching reading were demonstrated in two reels by Dr. Arthur I. Gates, Teachers College, Columbia University; scientific methods for diagnosing and remedying difficulties in learning arithmetic, by Dr. G. T. Buswell, educator; and Dr. David Eugene Smith was heard in a lecture on "The Play of Imagination in Geometry."

"BUY RIGHT—BUT BUY NOW"

Atlantic City Bids For Producing Firms

(Continued from page 1)

Exhibitor. Negotiations are expected to be opened soon, the publication states, with a number of companies, among them the Charlie Chaplin organizations. Mayor Bacharach is backing the movement, it is stated.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 57 NEW YORK, THURSDAY, AUGUST 6, 1931 TEN CENTS

M-G-M Would Buy Back N.J. Deal Contract

Reported Move to Pave Way for Warner Sale

With a deal with Warners now appearing imminent, M-G-M is understood trying to buy back the contract made with Prudential Theatres in New Jersey, which gives that firm the new release product in five Jersey spots in opposition to Warners.

William Scully, district manager for M-G-M, says he has no knowledge of efforts to buy back the Prudential contract, it is understood that Leon Rosenblatt, of the theatre firm, has rejected offers said to have been made him in this connection. M-G-M closed

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Gang Films Hit by Police Association

SCHENECTADY — Gangster films which "tend to glorify the criminal" were condemned in a resolution passed by the New York State Police Benevolent Association, which plans to take its protest direct to producers. A letter of protest is to be dispatched by the organization to producing firms.

Gangsters should be shown up in their true light as public enemies, it

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

British Strides Shown in Profits

LONDON—Reflecting the forward strides made this year by British companies, British International Pictures reports a trading profit of $933,305 for the year ending March 31 compared with $890,000 for the same period of the preceding year. Dividend on the common will be eight per cent, the same as last year.

Associated British Cinemas' profit for the same period is $2,157,255 comparing with $1,411,695 for the previous year. This firm also will pay dividend of eight per cent on the common.

"BUY RIGHT—BUT BUY NOW"

Companies Speed Up Producing Abroad

LONDON — American producers are speeding their plans for production of pictures here, with Warners the latest firm to consider British films. Paramount, which recently completed "These Charming People," at Ells-

(*Continued on page 2*)

Vitaphone's 5th Anniversary

TODAY marks the fifth anniversary of that vast and fundamental development in motion picture entertainment which came with the introduction of sound.

FIVE years ago this evening Warner Brothers presented at the Warner Theatre on Broadway, New York, their production of "Don Juan," proclaiming to the world the arrival of the audible screen.

Like in the case of many another great development, its merits and far-reaching consequences were not universally recognized. The usual skepticism attended the exhibition of the first production in sound. Many leading showmen limited their approval to carefully-guarded expressions which did nothing more than recognize what they believed to be only the appearance of an interesting novelty. Others, more cynically inclined, thought that the technic of story-telling upon the screen had been hurt and not helped.

IN the face of all of this there was no lessening whatsoever in the confidence of the Warner Brothers in the development which they were the first in the industry to recognize and properly evaluate; there was no wavering in their determination to carry on. How well justified was their confidence and how successful they were in furthering, artistically and commercially, the audible screen are now matters of common knowledge.

THIS five year anniversary must be also the occasion of much gratification to that vast scientific organization, the Western Electric Company, a subsidiary of one of the world's greatest businesses—The American Telephone and Telegraph Company. The commercial use of sound and the spoken word in motion picture entertainment was a realization out of years of diligent, expert and expensive experiment in the laboratories of the Western Electric Company.

The motion picture has benefitted tremendously from this development.

To these enterprising pioneers who were responsible for its realization, the industry—and the public, as well—owes both gratitude and appropriate recognition.

MARTIN QUIGLEY.

Unconcerned Over Musician Absence

INDIANAPOLIS—While there has been no change in the deadlock existing between musicians and local theatres, the union expects to reach an agreement within a month to return musicians to the theatre. Meanwhile, however, showmen found business so good over the week-end that they are not concerned in the situation. The Lyric and Indiana dropped stage shows last

(*Continued on page 2*)

Steady Climb of Grosses Continues

Grosses of 164 theatres in 28 cities for the week ending last Thursday and Friday totaled $2,044,696, which was an increase of $52,263 over the preceding week, a check-up of MOTION PICTURE DAILY box office estimates shows.

The figures reflect the steady gain being made by theatres in these key cities during recent weeks. Last

(*Continued on page 2*)

Unit System Of Production Gains Impetus

Goldstone and Bachmann Are Latest Recruits

HOLLYWOOD—Swing to unit production is gaining impetus, with a number of veteran producers declaring for the system and preparing to strike out on their own.

The latest recruits are Phil Goldstone and Jack Bachmann, both of whom formerly were active in the independent field. Goldstone has relinquished his post as Tiffany production chief in order to strike out at the head of his own producing firm. Likewise, Bachmann has retired from Paramount, where he has been an assistant to Schulberg, for the purpose of producing six pictures on his

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Tiffany Set to Sail, Cook Says

With its stories for the new year selected and most of the scripts completed or in preparation, Tiffany is set to resume production this week, states Grant L. Cook, executive vice president. Sam Bischoff, who resigned from Universal to become production chief for the studio, will start work on "X Marks the Spot" and "Branded" as his first efforts.

Meanwhile, James Cruze is preparing production of "Racetrack," which will star Leo Carrillo. Already completed on the new line-up are "Wo-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Dismissal Denied In W. E. Patent Suit

Judge Coleman, of the United States District Court, Southern District of New York, yesterday sustained Western Electric Corporation in denying the motions of General Talking Pictures to dismiss, for lack of jurisdiction the patent infringement suits brought by the Western Electric Company. Judge Coleman also denied General Talking Pictures'

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

John Considine May Remain on Fox Lot

LOS ANGELES—John Considine, Jr., may not be leaving Fox as previously reported, it is indicated by his assignment to direct Victor McLaglen and Edmund Lowe in "Disorderly Conduct." Meanwhile he is planning to leave for New York.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 6, 1931 No. 57

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Gang Films Hit by Police Association

(*Continued from page* 1)

was asserted in a resolution passed at Wednesday's meeting.

Gang Films Rapped By Brooklyn Judge

Declaring the industry has only itself to blame for the poor business about which he says it is complaining, Judge Taylor in County Court Brooklyn rapped gang films in sentencing to the reformatory two youthful gunmen who said they received their inspiration from gang pictures.

"Gangster and sex pictures, which seem to predominate, are killing the goose that lays the golden eggs," he said. "No responsible parent cares to take children to these pictures. Maybe some day the industry will again become respectable; but until then it will not be a financial success."

"BUY RIGHT—BUT BUY NOW"

Steady Climb of Grosses Continue

(*Continued from page* 1)

week's figures by cities follow:

City	No. Theatres	Gross
Albany	4	$24,500
Baltimore	7	60,400
Boston	8	153,500
Buffalo	5	81,300
Charlotte	2	17,500
Chicago	8	173,865
Cincinnati	7	70,832
Cleveland	7	81,000
Denver	5	48,500
Des Moines	3	26,800
Houston	4	25,400
Indianapolis	5	45,200
Kansas City	5	53,300
Los Angeles	13	150,500
Minneapolis	5	52,000
Montreal	6	47,000
Milwaukee	6	54,300
New York City	11	293,924
Oklahoma City	4	26,300
Omaha	4	32,000
Ottawa	4	13,875
Philadelphia	8	132,400
Portland	5	41,400
Providence	5	43,900
San Francisco	9	164,100
Seattle	5	40,000
St. Paul	4	33,300
Toronto	5	57,600

"BUY RIGHT—BUT BUY NOW"

Signs Helen Mack

Helen Mack, grownup child player, has been signed by Fox. She leaves August 14 for Hollywood.

M-G-M Would Buy Back N.J. Deal Contract

(*Continued from page* 1)

the deal, it is said, when it appeared that an impasse with Warners had been reached.

When he negotiated the deal, Rosenblatt is said to have insisted upon immediate approval of the contract after terms had been reached.

M-G-M is said to be the only company to have given Prudential its entire output in opposition to Warners. Paramount and Fox have split their product between Prudential and Warners, it is said.

Rosenblatt could not be reached for a statement.

"BUY RIGHT—BUT BUY NOW"

Companies Speed Up Producing Abroad

(*Continued from page* 1)

tree, was so pleased with the result that a permanent unit is to be maintained here with Walter Morosco in charge. Fox recently completed "Two Crowded Hours" as its initial British picture.

Meanwhile, Universal is said to be considering production in Paris with its new ally, Consortium International Cinematographique.

"BUY RIGHT—BUT BUY NOW"

Dismissal Denied In W. E. Patent Suit

(*Continued from page* 1)

motion to withdraw their general appearance.

The decision means that General Talking Pictures must file, within the next five days, an answer to the patent infringement suits brought by Western Electric that have been before the United States District Court, Southern District of New York, for almost a year.

Unconcerned Over Musician Absence

(*Continued from page* 1)

Friday following a dispute with musicians.

On a check at the Indiana, a Skouras-Publix house, Sunday it was found that more people attended the theatre than on either of the two previous Sundays. With the reduction of price from 65 cents top to 50 cents anywhere in the house, the amount taken in was practically the same as the two previous Sundays.

At the Lyric Fourth Ave. house, according to the manager, A. J. Kalaberer, considering the amount of money taken off of the overhead, they are making more money without vaudeville. Of course this statement only considers the week end.

No refunds were recorded at the Indiana and there were only a few protests at the Lyric. Those were mostly from out of towners who expected to see vaudeville.

Rumor around town has it that the Indiana will return to stage shows when the Fanchon and Marco units start coming through in place of the Publix units which they used in the past.

"BUY RIGHT—BUT BUY NOW"

Tiffany Is All Set to Sail, Cook Says

(*Continued from page* 1)

men Go On Forever," and a feature temporary titled "The Monster Kills," Title of the latter will be changed. Burt Kelly is temporarily stationed at the studio representing the eastern office.

Cook expressed enthusiasm over prospects of Tiffany under its new arrangement which gives Educational physical distribution of the product. Tiffany plans 12 pictures as specials in addition to its program pictures for 1931-32.

"BUY RIGHT—BUT BUY NOW"

Start Oct. 1

Distribution of Meyer-Reiger trailers will start October 1, instead of August 15.

Market Off; 19,600 Sales For Fox

	High	Low	Close	Net Change	Sales
Eastman Kodak	136	133¾	134½	—2½	4,100
Fox Film "A"	15½	14¼	14¼	—1¼	19,600
General Theatre Equip. new	3⅝	3½	3½	— ⅛	5,100
Loew's Inc.	46½	46	46	— ½	2,800
Paramount Publix	23¼	23	23	— ⅝	2,300
Pathe Exchange	1½	1½	1½	.....	1,200
RKO	13¾	13½	13½	— ¼	4,000
Warner Bros.	7⅜	7¼	7¼	— ⅛	4,900

Curb Issues Also Decline

	High	Low	Close	Net Change	Sales
Columbia Pictures	11⅞	11½	11⅞	+ ⅜	500
Columbia Pictures vtc	10	10	10	.....	100
Fox Theatres "A"	2½	2½	2½	— ¼	700
General Theatre Equip. pfd.	6⅛	5¼	5¼	— ⅜	5,500
Sentry Safety Control	¾	⅝	⅝	— ¼	600
Technicolor	7	6½	7	— ¼	600

Bond List Irregular

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	29½	27	27	— ⅜	7
Loew's 6s '41 ex war	97½	97½	97½	— ¼	1
Paramount F. L. 6s '47	90¾	90	90¾	+ ¾	12
Paramount Publix 5½s, '50	79	78¼	79	+1	16
Pathe 7s '37 ww	91½	91½	91½	.....	1
Warner Bros. 6s '39 wd	45¼	45	45¼	.....	4

Unit System Of Production Gains Impetus

(*Continued from page* 1)

own this year. His company will be Famous Attractions and M. H. Hoffman will be a partner.

The new moves follow that of David Selznick, who resigned as one of the Paramount studio chieftains to become an independent. Selznick has teamed with Lewis Milestone. Nine units are scheduled to be enrolled under their banner.

Meanwhile, Walter Camp, Emil Jensen, Fred Stokes, and Alfred Mannon have formed Patrician Films, planning six features for independent release. Howard Hughes of Caddo is continuing his unit system of production. In addition, a number of directors, notably Cecil B. De Mille, are considering formation of a directors' Guild for unit production.

Prior to his departure for Europe, De Mille in New York made to MOTION PICTURE DAILY a scathing indictment of the "machine" system and said unit production was the solution to the problem of good pictures.

Considerable encouragement was given to the independent movement when Paramount took over Liberty's "The Mad Parade" for release and Universal took over Liberty's "Mother's Millions." The company is said to be willing to consider any independent product of merit. Harry Cohn of Columbia recently stated that he was interested in looking over independent product for release through his firm.

"BUY RIGHT—BUT BUY NOW"

Talkers Clicking in Philippines—Roth

Talking pictures are all the rage and silent pictures are passing out in the Philippines, according to W. J. Roth, Erpi manager who supervised the first Western Electric installation at the Rialto in Manila and is home on a vacation after two years' continuous service abroad.

There are 13 Western Electric Sound Systems functioning in the islands but ten of them are located in the large cities.

"This is not a surprising condition when one realizes how many native dialects there are and that only about 25 per cent of the entire population understands and speaks English," Roth declared.

"BUY RIGHT—BUT BUY NOW"

Solomon Sales Mgr. Of Hollywood Picts.

Meyer Solomon has been appointed sales manager of the Hollywood Pictures exchange, New York, by Jack Bellman and Adolph Pollak. Hollywood is to distribute the 24 Peerless features.

SOUND RECORDING
FILM AND DISC
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ALL WORK GUARANTEED
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"SPORTING BLOOD" A $2 PICTURE IS COMING DIRECT TO YOUR THEATRE!

Any other company would have road-showed "Sporting Blood." Coast reviewers gave a hint of its importance when they previewed it. "Brought forth a panic of applause at the conclusion," states the Hollywood Herald. "It will be loved and cheered and wept over 'till it takes a top-notch place in this season's record," says Motion Picture Daily. Then the print came East and it became the talk of New York's film row.

"Sporting Blood" belongs in the Astor Theatre for a $2 engagement. *But M-G-M will release it immediately to exhibitors.* This summer, as never before, M-G-M with its release (just to name a few) of Dressler-Moran in "Politics"; Norma Shearer in "A Free Soul"; Greta Garbo in "Susan Lenox" and now "Sporting Blood" is virtually keeping hundreds of theatres alive! Exhibitors are frank in telling us that! And we are meeting the needs of exhibitors with product that is keeping seats filled. For those exhibitors who are now making deals on next season's film service it is well to bear in mind that M-G-M is more than a fair weather friend. M-G-M is your hot weather friend too, dependable when things are right and equally dependable when adverse conditions have to be faced!

METRO-GOLDWYN-MAYER

The Industry's Leader!

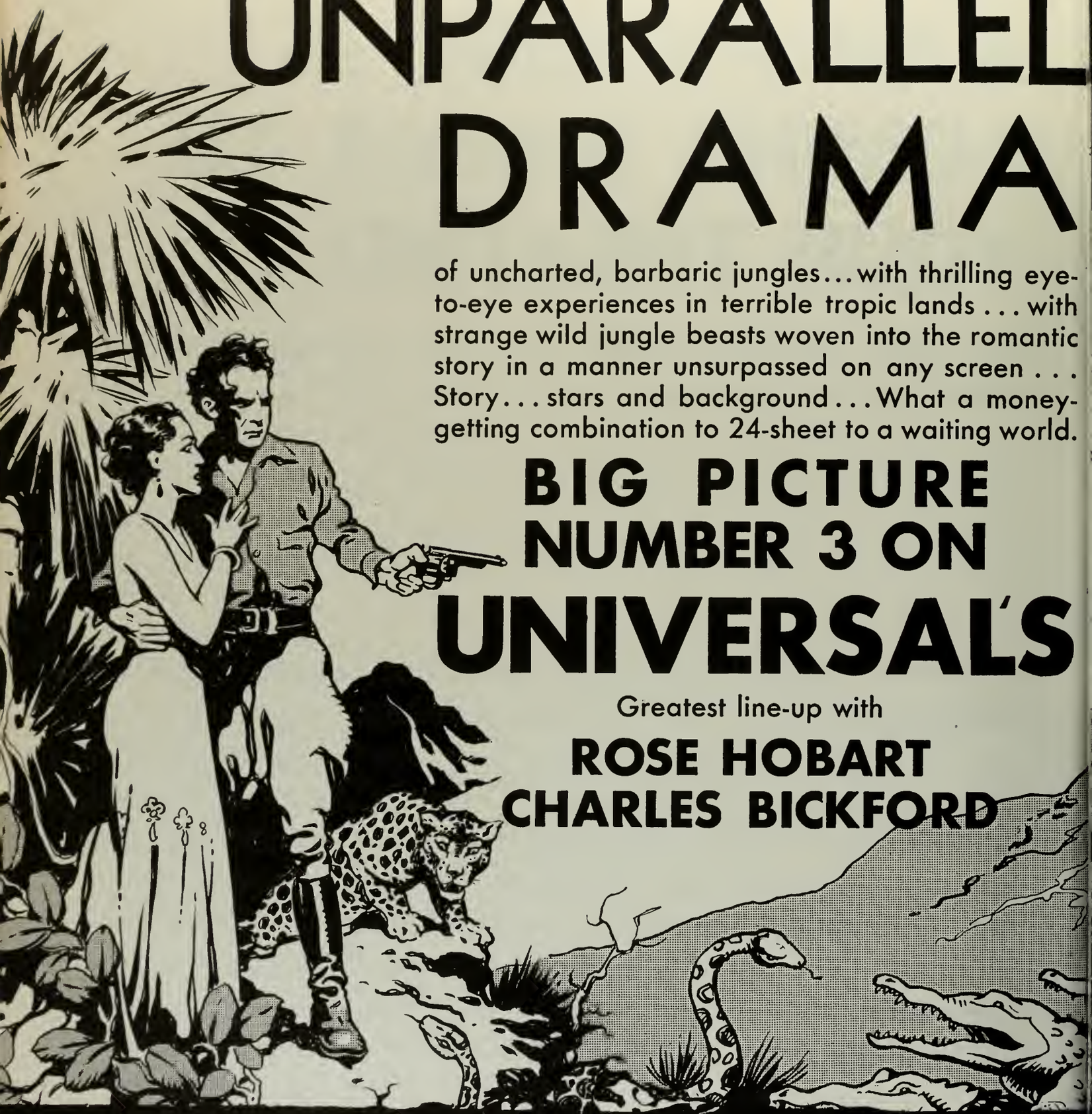
UNPARALLEL DRAMA

of uncharted, barbaric jungles...with thrilling eye-to-eye experiences in terrible tropic lands . . . with strange wild jungle beasts woven into the romantic story in a manner unsurpassed on any screen . . . Story . . . stars and background . . . What a money-getting combination to 24-sheet to a waiting world.

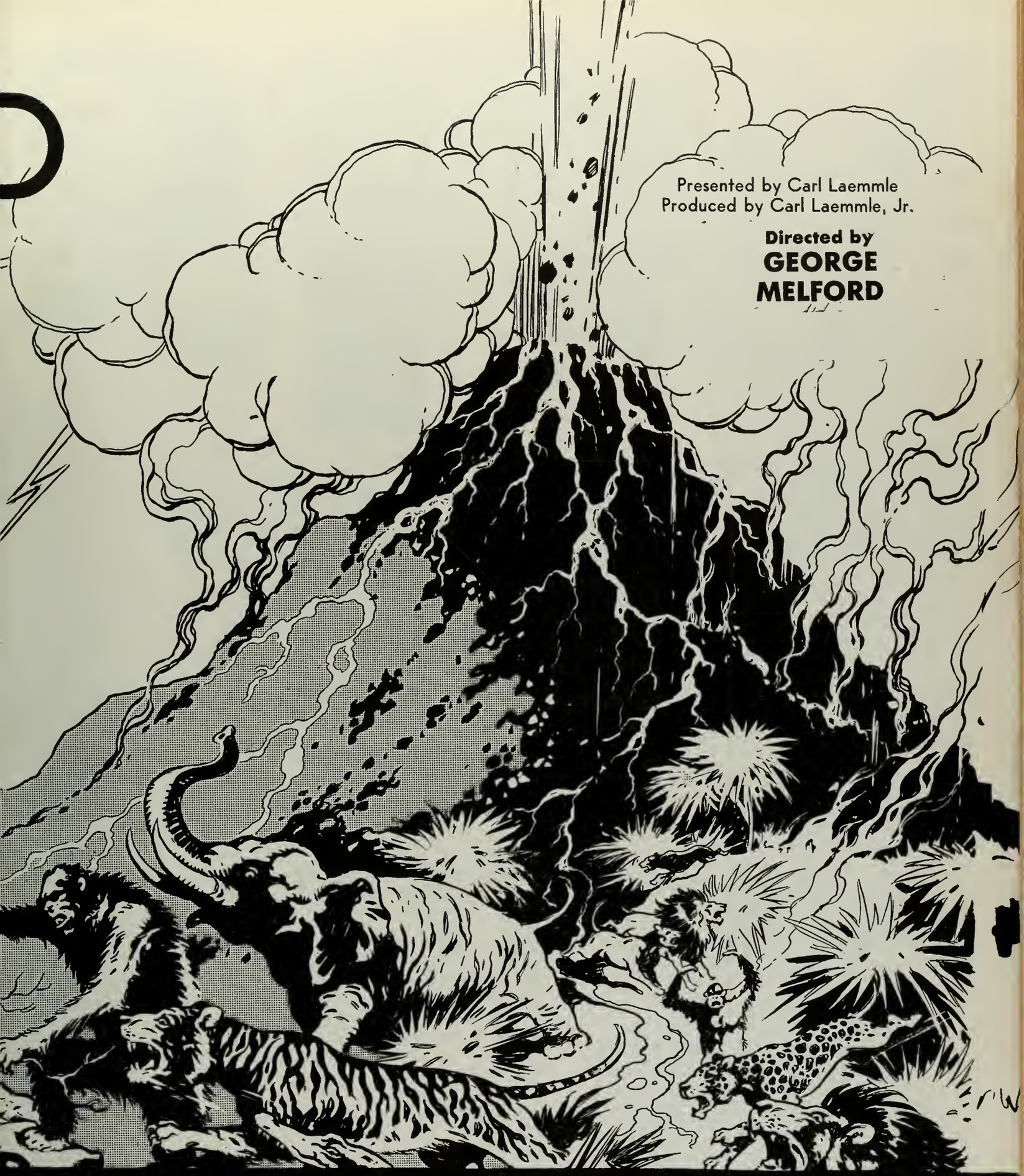
BIG PICTURE NUMBER 3 ON UNIVERSAL'S

Greatest line-up with

ROSE HOBART
CHARLES BICKFORD



EAST OF


Presented by Carl Laemmle
Produced by Carl Laemmle, Jr.
Directed by
GEORGE
MELFORD

BORNEO

Vitaphone Celebrates Fifth Anniversary

First Program Brought New Era for Screen

Completely revolutionized by a new form of entertainment at which it first scoffed derisively, later tolerated and then stampeded to in force, the motion picture industry today joins hands with Warners in observing the fifth anniversary of the sound picture.

It was just five years ago tonight that Vitaphone, billed to "thrill the world," came through on that promise to create a real sensation in the industry. Five years of struggle and hardship against doubt and ridicule, five years of striving toward the goal —its way lighted chiefly by the foresight and courage of the Warner brothers—that is the history of Vitaphone which today finds fulfilled every dream and prophecy of its sponsors.

Real foresight actuated the Warners when they took up the challenge of sound pictures and worked with Western Electric to meet that challenge. It was the foresight of showmen, who saw in the embryonic new medium of expression the hope of reviving a public's failing interest in the motion picture.

But it took real courage as well, for the Warners were met on all sides by scoffers and doubting Thomases, who were sure that it was "just too bad" for the boys, who were gambling their all on the new development.

The failures which had strewn the path toward synchrony of sight and sound were numerous and were recounted by the doubters who prophesied the Warners' efforts would meet similar result.

The Guiding Force

In these trying days of hope and uncertainty, the guiding and driving force was the late Sam Warner, who envisioned the tremendous revolution sound pictures were destined to bring about and who lived to see his dreams fulfilled and his judgment vindicated before his untimely death occurred just when sound pictures were coming into their own.

After the long months of experiments and tests, the new entertainment was ready for the acid test of public opinion. Warners had taken over Hammerstein's old temple, the Manhattan Opera House, and there had bent their efforts to making talking films which would strike the popular fancy.

When all was considered in readiness, 600 billboards in New York carried the vivid promise that Vitaphone was coming "to thrill the world." That was the only promise made, in accordance with the dictate of H. M. Warner. He had thrilled to a demonstration of the finished product and stuck to promise of thrilling the public only in all advance copy.

There were three openings of the original program on which so much depended. The first was on August 4 for scientists and technicians of the American Telephone & Telegraph Co., the Bell Laboratories and Western Electric. The second was for the executives and attaches of Warner Brothers and the third night, the public was admitted.

The Night of Nights

A representative audience gathered that night of August 6, 1926, to witness film history in the making. What it saw when the house was darkened was the image of Will H. Hays walk onto the screen to congratulate the Warners on their momentous undertaking and to prophesy many of the developments which the ensuing five years witnessed.

Then followed the regular screen program. The New York Philharmonic Orchestra under the direction of Henry Hadley played the Tannhauser Overture; Marion Talley, then a reigning Metropolitan Opera House star, gave an aria from an opera; Efrem Zimbalist gave a violin selection, Harold Bauer was heard at the piano and Anna Case was heard with the Metropolitan Opera House chorus in a one-act opera, "La Fiesta." The highlight of the program was the singing of "Il Pagliacci" by Martinelli, a number that is still in demand.

The feature picture, John Barrymore in "Don Juan," then came and simply boasted of a synchronized musical score played by the Philharmonic Orchestra.

Warners saw in the reception of the opening bill great success. Their courage and belief never wavered. They did see the necessity of going slowly and for a time they confined themselves to the making of short numbers and giving their feature pictures only a synchronized musical setting.

The promise of the Vitaphone thrill was fulfilled. Public reaction proved that and the box-office at the Warner Theatre added further testimony to the fact.

In the industry, however, opinion was divided. General opinion was that a new novelty had been secured, but many were skeptical that the new "toy" could supplant the silent film. Why, the very first essential of pictures' appeal was silence, it was pointed out. Films spoke a universal language and sight and sound couldn't mix.

Industry leaders were frankly indifferent to the new development. Exhibitors were apathetic and the wiring of theatres to show the new sound pictures was a slow process.

"Jazz Singer" Starts Stampede

But the Warners refused to be daunted and went steadily forward. Their progress was slow and sure in paving the way for a talking screen, as an evolution of the musical screen they had introduced. Succeeding features were synchronized only.

With the novelty of synchronized pictures wearing off, and the doubters ready for the "I-told-you-soes" of Vitaphone's wake, Warners came forward October 5, 1927 with "The Jazz Singer," presented at the Warner Theatres. In that picture, the star, Al Jolson, sang several songs and appeared in one dialogue sequence.

From that night on the success of sound pictures was assured. The Jolson film created an immediate and tremendous sensation. However, there were but a handful of theatres throughout the country equipped to show Vitaphone films. In introducing, "Don Juan," "The Better 'Ole," and "The Jazz Singer," Warners in many instances were compelled to lease and wire theatres.

"The Jazz Singer" started the stampede. From every section of the nation came orders for reproducing equipment and the fast-spreading revolution sounded the deathknell of silent films. There was lively debate raging in the industry as to just how far the Warners could go in flirting with dialogue. Some argued that the public would never stand for a talking screen, the aura of silence had to be maintained.

Completing the Revolution

With characteristic canniness, the Warners prepared for the new development. "Old San Francisco" introduced sound effects, in which the roar of flames and the crash of walls came from the screen. There followed snatches of dialogue in "Tenderloin," which evoked smiles where none was intended. Followed "The Lion and the Mouse," which went a step further and then, "Lights of New York," the first all-talking film. The effect was electric and definitely marked the switch to the all-talking type of screen entertainment. Warners then made the first screen operetta, "The Desert Song." Since the introduction of Vitaphone, Warners had continued production of singing and talking shorts of which it has made more than 2,000.

The complete surrender of the industry to sound took place in 1928, when all major producers adopted production of sound pictures, and theatres of all sizes and classes hastened to enter the fold of houses which were playing to big grosses made possible by the pioneering of the Warners.

They Gave Us Talkers



H. M. Warner



Albert Warner



Jack Warner



The late Sam Warner

"Jazz Singer" Led Stampede To Sound Film

Three More Films on '30-'31 Warner List

Three pictures remain to be released by Warner Bros. and First National before the close of the present season. The first is Barbara Stanwyck in "Night Nurse," which is set for general distribution on Saturday. First National will release Dorothy Mackaill and Conrad Nagel in "The Reckless Hour," on the 15th inst.; and Warners will release Constance Bennett in "Bought" on the 22nd inst. The first on the 1931-32 schedule will be "The Star Witness," now being shown at the Winter Garden.

A Capitol Gag

The Capitol has a new gag. A list of "unknowns," names taken from the telephone book, is being printed daily on the Motiograph machine on the roof of the house. Those who identify their names will be guests of the theater the following night.

2 COLUMBIA HITS FOR BROADWAY NEW YORK!

The DREYFUS CASE



A greater love story has never been told!

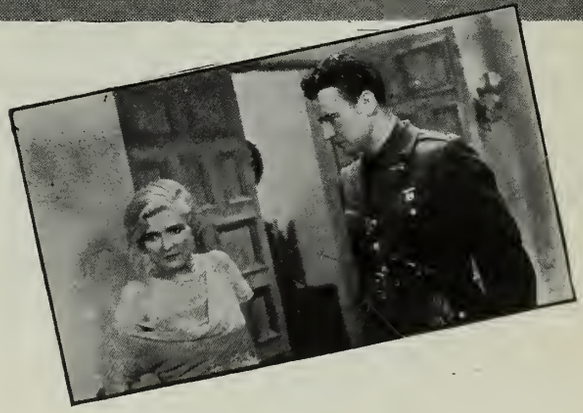
At the

WARNER THEATRE

(Beginning August 28th)

ARIZONA

Adapted from the play, "Arizona," by Augustus Thomas. In the cast: Laura La Plante, June Clyde, John Wayne. Directed by George B. Seitz.



At the

STRAND THEATRE

(Beginning August 14th)

COLUMBIA PICTURES

More Hits *from* Dependable Columbia



THE OLD FIGHTIN' COCK WAKES UP THE PICTURE BUSINESS!

CONSTANCE BENNETT
THE COMMON LAW

With JOEL McCREA, Lew Cody, Robert Williams, Hedda Hopper, Marion Shilling.
From the novel by Robert W. Chambers. Screen Play by John Farrow
Directed by PAUL L. STEIN.

A CHARLES R ROGERS PRODUCTION

ASSOCIATE PRODUCER HARRY JOE BROWN

JANUARY BUSINESS IN JULY!

32 Towns Last Week • 32 New Records!

NEW YORK · BROOKLYN · LOS ANGELES · CHICAGO · BOSTON · SAN FRANCISCO · WASHINGTON · DALLAS
PHILADELPHIA · ATLANTIC CITY · CLEVELAND · DETROIT · KANSAS CITY · ROCHESTER · SAN ANTONIO · TROY
PROVIDENCE · OMAHA · MILWAUKEE · SEATTLE · TACOMA · ALBANY · OKLAHOMA CITY · SCHENECTADY
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Hot or Not, the Public Lined Up for Blocks and Stood Up for Hours!

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The Old Fightin' Cock crows every Friday night 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coast stations!

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 58 NEW YORK, FRIDAY, AUGUST 7, 1931 TEN CENTS

Good Times Ahead, Says H.B. Franklin

Says Crop of Good Films To Turn the Tide

LOS ANGELES—Forthcoming product indicates that important producing organizations have struck their stride and these pictures, together with seasonal improvements offer opportunities which will lead to return of normal box-office results, declares Harold B. Franklin, operating head of Hughes - Franklin Theatres, in a message to his organization.



H. B. Franklin

"We are back in show business!" he declares. We are on the threshold of what will be the most productive period of 1931. It is generally recognized that the months immedi-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

St. Louis Firms Seen Divorced Next Year

ST. LOUIS—Statement of Abel Cary Thomas, attorney for Warner Brothers in the receivership proceedings against the St. Louis Amusement Company, that the company does not contemplate renewing its contract with musicians' union September 1 is taken in local circles as meaning that the neighborhood circuit plans to go its individual way without giving much thought to what happens to the first run houses operated by the Skouras Super Theatres Corporation.

The first runs in question are the

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Oscar Hanson Heads New Exhibitor Co-op

TORONTO — Oscar Hanson, former general sales manager of Tiffany and more recently head of distribution for the proposed Kinograms-Allied newsreel, has a two-fold mission in Canada. One is as managing director of British Gaumont Corp., of Canada and the other is general manager and secretary-treasurer of Community

(*Continued on page 8*)

Plan Greater Movie Season

St. Louis—Inviting others in the industry to get behind the movement, St. Louis will observe Greater Movie Season in September. Independents here are hooking up with Warners and the Skouras Enterprises for a special advertising campaign on the month. Fred Wehrenberg, president of the eastern Missouri and southern Illinois exhibitor unit, predicts the event will "bring business back with a bang."

Los Angeles—Hughes-Franklin Theatres this month is launching its Greater Talker Season. Franklin has adhered to the fall observance for several years.

Milwaukee—Fall drive for business along the lines of a Greater Talker Season was urged recently by the M.P.T.O. of Wisconsin through its president, Fred S. Meyer, who asked the Hays organition to sponsor such a drive.

August to Turn Tide For Actors

HOLLYWOOD—August is to mark turn of the tide in the employment situation for actors and extras, with all studios except First National and Warners more active than at any time since last spring, states the *Hollywood Herald*. September will be better from the employment standpoint and October probably will find production at capacity on all lots, it is stated.

Pictures starting this month will provide work for 700 to 1,000 part and bit players and more than 15,000 extras. Major studios have listed 47 features and independents probably will

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

"Big Shot" Writers Out, Goldwyn Says

HOLLYWOOD—No more "name" writers will be hired by Samuel Goldwyn except on a royalty basis. The United Artists production chief says he will hire young "learners" on salary, but no more "big shots." Writers here favor the royalty plan if it can be worked out, but see a complication in the claiming of royalty by both the author and adapter claiming royalty and in cases where several writers work on the same story.

"BUY RIGHT—BUT BUY NOW"

Hobart Henley Brings Another Warner Suit

HOLLYWOOD—Hobart Henley has filed a second suit against Warners, this time for four weeks' salary at $3,500 weekly. In conferences with Darryl Zanuck he is said to have refused a compromise offer.

Gangster and Racy Films Out at Fox

Sex problems and underworld stories, are being banned from the Fox production schedule for 1931-32. Officials of the company in sifting through the material in its files are steering clear of problems dealing with sex and gangster yarns. Efforts are being made to pick material that will appeal to the younger element, especially patrons between the ages of 14 and 18.

Forty-five stories of the coming 48 pictures are set, studio officials have advised, and buying has begun on

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

State Reciprocal Aims, Ufa Urges

Declaring that the German quota regulations are "most essential to the development and maintenance of Germany's own film industry," and that the quota does not bar foreign films from the German market, Ludwig Klitzsch, president of the board of Ufa directors calls upon America to

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

Good Job Done in 'Tragedy,' Is View

Paramount did a good job in transferring Theodore Dreiser's "An American Tragedy" to the screen. That is the consensus of New York critics after premiere of the picture at the Criterion. The close adherence to the novel is cited as one of the film's drawbacks, although on the whole the picture found favor with the reviewers. Dreiser last week lost

(*Continued on page 8*)

150 Houses in Chi to Close Next Monday

Operators Reject Single Man in Booth

CHICAGO—One hundred and fifty independent theatres here close Monday and will stay closed until the extra man in the booth is eliminated, W. A. Steffes, Allied leader who is here from Minneapolis co-operating with Aaron Saperstein in the operator fight, declared following a meeting of union operators where the one-man proposal was rejected.

Undaunted by threat contained in an anonymous letter that he would be put on the spot, Steffes denied the plan is to reopen the houses in a week with non-union operators under police protection.

"Our only objective is the return of the one-man-in-the-booth system and we will accomplish that if the theatres have to stay closed 25 years, Steffes said. There is a possibility that 50 affiliated houses may join the independents in closing.

Allied has retained Kirkland, Fleming, Green & Martin, one of the city's leading law firms, and has been advised by Kirkland that the wage scale

(*Continued on page 8*)

Maloy Not Changing His Stand in Chi

CHICAGO — That one hundred fifty Chicago independent theatres will close Monday is certain, as no reply to the Allied leaders' demand for a return to one man in the projection booth has been received from Tom Maloy, business agent of the projectionists' local.

When queried, Maloy stated that there was little probability of Allied's demand being complied with

(*Continued on page 8*)

Protests Charity

Pittsburgh — Sunday pictures at two downtown houses for the benefit of the Little Sisters of the Poor Home, destroyed by fire with loss of 47 lives, have been protested by Robert M. Blackwood, secretary of the Sabbath Association of Western Pennsylvania. Blackwood demands that the Sabbath laws be enforced.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 7, 1931 No. 58

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager, Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent, *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Deadline Set On 'Politics' Campaigns

September 15 is the date set by M-G-M as the deadline for contestants to send in campaigns on "Politics." Si Seadler is promoting the idea in conjunction with Billy Ferguson, exploitation director, with three prizes offered exhibitors for the best stunts. The first prize is for $50, the second $30, and the last $20.

"BUY RIGHT—BUT BUY NOW"

Columbia Dividends

Columbia has declared quarterly stock dividend of 2½ per cent on its common payable October 2 to holders of record September 3 and has declared a cash quarterly dividend of 75 cents on the preferred, payable September 2 to holders of record August 18.

"BUY RIGHT—BUT BUY NOW"

M-G-M Dividend

Regular quarterly dividend of 47½ cents has been declared on the M-G-M preferred, payable September 15 to stockholders of record August 28.

"BUY RIGHT—BUT BUY NOW"

British Editor Here

Following a brief visit in Canada, Miss L. H. Clark, editor of *Today's Cinema, London*, is en route to Hollywood, where she will spend several weeks getting a line of the product for the coming season. Miss Clark is expected in New York the latter part of August.

"BUY RIGHT—BUT BUY NOW"

Warner Opening Aug. 19

Governor Wilbur Cross of Connecticut is to give the dedicatory address at opening August 19 of the Warner Theatre in Torrington. Albert Howson will be master of ceremonies.

"BUY RIGHT—BUT BUY NOW"

Roach to Coast

Hal Roach is enroute to the Coast after a short stay in New York. He will make stopovers on the way.

Off the Record

WHEN MOTION PICTURE DAILY recently published the story of Paramount getting a certain figure on a booking deal closed for a group of Greater New York theatres, a g.s.m. of one of the major companies called his local branch manager on the phone and asked him why his company couldn't get the same price for its product. The g.s.m. forgot for the moment that his company was releasing 22 features less than the other company. He also slipped up on the fact that Paramount is releasing more than 100 shorts, which were included in the deal, and this g.s.m.'s company has none on its program.

●

A relative of a big production executive was hired in the same studio last week, and those who know the exec are wondering how come, since the official is against relatives working in the same plant. The young man tried to approach the big boss and couldn't even get a tumble. The next trick he pulled landed him the job. He contacted the exec's brother-in-law, working in the same plant, in order to get set. Maybe the g.m. isn't burning up.

●

He had been with the company well over a year. Then, a new man was brought in. Of course, the newcomer isn't to replace the other man, he was merely being brought in on a special assignment. When shortly after the vet was given the air, he protested to the boss on what he shouted was a dirty deal.

"Now, who could have done that?" wanted to know the boss, who was generally understood to be the sponsor of the newcomer.

●

Alma, which is the professional name by which Mrs. A. Griffith Grey is known on the operatic stage, passed up an attractive tour in Switzerland, because she would not waive the color line and appear opposite one of the principals. Alma has received enthusiastic press notices since making her debut in opera in Italy.

●

Don't be surprised to hear any day now that one of the big blocks of stock in a transaction during the expansion orgy will revert to its former owner.

●

Prosecutor Bellows, who is handling the Chicago operator probe, explodes the myth that any organization was responsible for bringing about the investigation which has resulted in indictments. There had been something of a bandwagon affair in the matter of claiming credit for the investigation. Allied States Association is engaged in some probing on its own account and has raised a war chest for the purpose.

Stocks Suffer Loss; 35,100 Sales For Fox

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅜	7⅜	7⅜	— ¼	200
Consoliated Film Ind. pfd	14⅜	14	14⅜	+ ⅝	500
Eastman Kodak	134¼	132⅝	133⅞	—1⅝	4,600
Fox Film "A"	14¼	12⅝	13	—1¼	35,100
General Theatre Equip. new	⅜	3⅛	3⅛	— ⅜	10,300
Loew's Inc.	45½	44¼	45	—1	6,700
Loew's Inc. pfd.	92⅛	92⅛	92⅛	+1¾	600
Paramount Publix	23	22⅝	22⅞	— ⅛	4,000
Pathe Exchange	1½	1½	1½	.....	400
Pathe Exchange "A"	5⅞	5¾	5⅞	— ⅜	600
R K O	13½	13¼	13⅜	— ⅛	4,000
Warner Bros.	7¼	7	7	— ¼	4,600

Curb Also Drops; Col. Off 1⅞

	High	Low	Close	Net Change	Sales
Columbia Pictures	10	10	10	—1⅞	100
Columbia Pictures vtc	9⅝	9	9	—1	300
Fox Theatres "A"	2⅝	2¼	2¼	— ¼	1,100
General Theatre Equip. pfd	5⅜	4½	4½	— ¾	8,800
Trans Lux	5⅛	5	5	— ¼	1,900

Bonds Off; G. T. E. Drops 3⅞

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	26	23	23⅛	—3⅞	25
Keith B. F. 6s '46	67	65½	67	+1	4
Loew's 6s '41 ex war	98	97⅜	97⅜	— ⅛	4
Paramount Broadway 5½s '51	101¾	101¾	101¾	.....	1
Paramount F. L. 6s '47	89	87½	87½	—3¼	12
Paramount Publix 5½s, '50	79½	77½	77½	—1½	14
Pathe 7s '37 ww	91⅛	90	91	— ½	16
Warner Bros. 6s '39 wd	45¼	45	45	— ¼	20

Good Times Ahead, Says H.B. Franklin

(*Continued from page 1*)

ately ahead—August, September, October, November—are months in which seasonal improvement in business comes normally.

"Business is now down to bedrock. Progress must come when men's ingenuity has been sharpened by adversity. The job now is to take advantage of the opportunities before us. From now on, we must depend on facts and not theories. We can only go forward on the wings of action. There is no room for the man who wants to mull it over; the need is for men who will hustle. This is no time for obsolete theories or inexperience. Times such as these make us remember that work and service are the real backbone of business progress. These are the requirements for the last half of 1931!

"A careful survey of forthcoming product indicates that the important producing organizations have struck their stride.

"Such product truly justifies a Greater Talkie Season campaign. These productions together with the seasonal improvement bring to us opportunities that will lead to normal box-office results. Wise, aggressive showmanship will give a good account of itself!

"Success will not come to the timid, to the stand-patters, or those who are easily discouraged. It is not safe to bet on the slow, weak or the stupid, because in these times there is no "drifting" into achievement. We can, if we but will, work our way out by planning and facing problems boldly—by ingenious thinking, energetic effort and the substitution of enterprise and unceasing watchfulness for speculation! A prosperous box-office will come to those who understand that during unusual times results can be achieved only by unusual methods. We must step on the gas. More and more solid hours of work are now necessary. It takes just that extra effort, that extra courage to stay on top, with the leaders. Success is not accidental. It is the result of intelligence, determination, ability and show-sense.

"During times of stress there is too much inclination to blame conditions for our troubles. Passing the buck will not get us by. What we do with our opportunities now will determine where we stand when the smoke clears. These are times for action. There is no problem that will not respond to intensive hard work. The difficulties that we are facing are a test of our fitness. Nothing real is ever accomplished excepting under the pressure of necessity. Achievement is often a child of Stress, sired by Courage. Character, intelligence, hard work never fail to wrest success from the most adverse circumstances. Out of every crisis new leaders emerge. Where will you stand? The time has come for us to plan our biggest months; to plan for success."

"BUY RIGHT—BUT BUY NOW"

N. J. Exhib Hurt

Pete Adams and Mrs. Adams were slightly injured when the car they were riding in met with an accident. Adams is part owner with Publix in two New Jersey theatres.



JAMES DUNN
SALLY EILERS

in

BAD GIRL

James Dunn

in

BAD



JAMES DUNN

from the sidewalks of New York to stardom with just one picture.

Personality alone couldn't do it. Talent alone couldn't. Only a lot of both plus the vital spark. He has each and it.

Today a name. Tomorrow a NAME and what a difference! For in BAD GIRL he gets a crown of glory for a very great performance.

He carries you from laughter to tears in a fleeting second.

He wrings your heart.



& Sally Eilers

GIRL



SALLY EILERS

"can sidle up to a lad who makes her heart flutter and say 'gee, but you're a funny guy,' in a way that convinces. She is the same sort of girl that James Dunn is boy which is doubtless the reason why 'Bad Girl' is one of the most veracious etchings of life Hollywood has turned out in many days."

—Florabel Muir in
NEW YORK DAILY NEWS

No picture you ever ran, not even "Common Clay," had half the emotional appeal of this.





THE BOOK

Swept the country. Picked by Literary Guild as their monthly selection, jumped at once into best seller class.

There's a bite to the story that makes all who read it talk about it. You'll get that same word-of-mouth when you play the picture.

358,000 copies sold and still selling big. One of the most sensational books in years filmed as the most human story you ever screened.



JAMES DUNN
SALLY EILERS
in BAD GIRL

with

Minna Gombell • **William Pawley**

From Vina Delmar's novel and play by her and Brian Marlowe

Directed by **FRANK BORZAGE**

"I consider 'Bad Girl' the greatest human interest picture ever made."
—Max Balaban



NEW SEASC
FOX

Rogers Film Strong in 2nd Week on Coast

Total $147,570 for 12 Theatres

Los Angeles—Will Rogers' new picture, "Young as You Feel" proved a bell-ringer again this week, garnering $11,600 on its second stanza, following its previous $14,000 for its first seven days. "The Smiling Lieutenant" held up well in its fourth week at the Carthay Circle, where it got $11,000. "The Common Law" at $18,000 was a fine bet for the RKO Orpheum in a week which otherwise found business off.

Estimated takings for the week ending August 5 and year-round weekly averages:

"LA INCORRIGIBLE" (Para.)
CALIFORNIA INTERNATIONAL — (2,000), 25c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 4th week. George Stoll and Band. **Gross:** $11,000. (Average, for first week, $12,500.)

"YOUNG AS YOU FEEL" (Fox)
FOX CRITERION—(1,652), 35c-65c, (2nd week), 7 days. **Gross:** $11,600. (Average, $10,000.)

"YOUNG AS YOU FEEL" (Fox)
GRAUMAN'S CHINESE (2,030), 25c-65c, 2nd week, 7 days. **Gross:** $11,270. (Average, for first week, $8,000.)

"HUSH MONEY" (Fox)
LOEW'S STATE—(2,418), 35c-65c, 7 days. "Stars of Yesterday" Idea. **Gross:** $15,000. (Average, $27,000.)

"THEIR MAD MOMENT" (Fox)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show. **Gross:** $8,500. (Average, $16,000.)

"THE COMMON LAW" (RKO-Pathe)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $18,000. (Average, $16,000.)

"MAN IN POSSESSION" (M-G-M)
PANTAGES HOLLYWOOD — (3,000), 35c-65c, 7 days. F & M "Vaudeville Bits" Idea. **Gross:** $12,500. Average, $15,000.)

"MURDER BY THE CLOCK" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Stage show. **Gross:** $18,700. (Average, $25,000.)

"TRANSGRESSION" (RKO-Radio)
RKO—(2,700), 35c-65c, 7 days. Olsen and Johnson in person, 5 acts RKO vaudeville. **Gross:** $14,500. (Average, $15,000.)

"NIGHT NURSE" (Warners)
WARNER BROS. DOWNTOWN (2,400), 35c-50c, 7 days, 2nd week. **Gross:** $10,500. (Average, $15,000.)

"NIGHT NURSE" (Warners)
WARNER BROS. HOLLYWOOD—(3,000), 35c-50c, 2nd week, 7 days. **Gross:** $11,000. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

R. & R. Say It With Dates for Vitaphone

Robb & Rowley yesterday helped Vitaphone celebrate its fifth anniversary by signing for the complete line-up of Bobby Jones golf shorts, the "Adventures in Africa" series and the others on the schedule. Sixteen houses in the circuit are embraced in the deal, most important of which are located in the following Texas and Oklahoma towns: Corpus Christi, Laredo, San Angelo, Palestine, Ennis, Muskeego and McAllister.

"BUY RIGHT—BUT BUY NOW"

Getting "Cincy" House

Cincinnati—Fritz ("Doc") Witte, editor of the *Freie Presse*, local German daily, will take over the Royal, downtown independent, when it reopens around August 15 after installation of sound and ventilating system, it is reported. Witte is noncommittal.

Denver Wild As 'Politics' Gets $25,000

Total $53,000 for 5 Theatres

Denver—Those two M-G-M standbys, Polly Moran and Marie Dressler certainly whooped 'er up this week at the Denver, proving that weather means nothing when you've got a real card. They finished the stanza Thursday, with a gross of $25,000, which was the year's high mark by a good $7,000 margin.

"Politics" called for the ropes every day and often the standees were out to the sidewalk, with the lobby usually filled an hour and one-half before the first show was out. It got more word-of-mouth advertising than any picture in years. Other houses, with the exception of the Paramount, were below average.

Estimated takings for the week ending August 6 and year-round weekly averages:

"POLITICS" (M-G-M)
DENVER—(2,300), 25c-35c-65c, 7 days. Milton Franklyn and Fanchon & Marco Idea. **Gross:** $25,000. (Average, $15,000.)

"THE HOLY TERROR" (Fox)
HUFFMAN'S ALADDIN — (1,500), 35c-50c-75c, 7 days. **Gross:** $5,000. (Average, $7,000.)

"HUSH MONEY" (Fox)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"MURDER BY THE CLOCK" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $11,500. (Average, $11,000.)

"EVERYTHING'S ROSIE" (Radio)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $3,500. (Average: $3,750.)

"BUY RIGHT—BUT BUY NOW"

Dog Racing Nicks "Cincy" Box Offices

Cincinnati—Resumption of dog racing is hurting business plenty, with exhibitors squawking over depleted intakes. The track, located 15 miles from here, was operated for two seasons until closed two years ago by newly-elected county officials who claimed violation of Ohio law. Present operation circumvents legal liability through a special system of betting, which acts as a smoke screen, and the project is attracting thousands of persons nightly within a 100-mile radius.

"BUY RIGHT—BUT BUY NOW"

Fox Unit Has Narrow Escape from Wreck

Hollywood—Fox's "The Cisco Kid" company had a narrow escape from a train wreck near Yuma while on their way to location. The first section of the train was wrecked, but the second, on which the company was riding, was unscathed. Director Irving Cummings heads the unit which includes Edmund Lowe and Warner Baxter.

"BUY RIGHT—BUT BUY NOW"

Adding to Hook-Up

Six stations will be added to the 36 stations on the Coast-to-Coast hook-up of the Radio Newsreel of Hollywood, "a broadcast furnished by stars, directors and other studio workers." A number of Warner-First National stars have been signed for the broadcasts.

August to Turn Tide for Actors

(*Continued from page* 1)

have half that many. About 75 shorts will be started.

Here are the August schedules, with indicated number of acting and extra jobs, as estimated by studios.

PARAMOUNT

Picture	Parts	Extras
Stadium	20	600
Once a Lady	15	300
The Bachelor	9	200
Come on Marines	25	800
Dr. Jekyll & Mr. Hyde	10	300
The Man I Killed	10	1,000
Night Before Marriage	12	250
Girls About Town	12	200
Ladies of The Big House	20	700
Working Girl	15	200
Sooky	15	150

MGM

Flying High	7	200
Emma	7	...
Mirage	7	...
Mata Hari	8	500
The Champ	5	300
A Family Affair	7	...
The Cuban	9	250

FOX

Sob Sister	31	600
Heartbreak	7	1,000
Dollar Bill	10	2,000
Surrender	9	1,000

COLUMBIA

The Ghost Walks	24	55
Gallagher	32	63
The Deadline	10	80

UNIVERSAL

Spirit of Notre Dame (parts here confined to star and football squad)	25	500
Frankenstein	15	200
Heart & Hand	4	...
Murders in Rue Morgue	12	300

RKO-RADIO

Secret Service	15	300
Sour Grapes	10	100
Are These Our Children?	20	200
Other People's Business	20	150

RKO-PATHE

Plans call for four features and eight shorts, using about 100 actors in latter. About 1,250 people to be used in two features, no estimates for other two, as scripts are not ready.

EDUCATIONAL AND TIFFANY

4 Tiffany features	50	500
1 Cruze feature	10	300
6 Sennett comedies	50	300
6 Educ. 2-reelers	50	250
2 1-reelers	45	60

HUGHES—U. A.

Cock o' the Air	12	500
Sky Devils	10	350 (est.)
Tonight or Never	9	
Arrowsmith	3 (incomplete)	
Greeks Had a Word For It.	6 (incomplete)	

"BUY RIGHT—BUT BUY NOW"

Spry in New York On Publix N. E. Deal

Tom Spry, manager of the Warners-First National exchange in Boston and dean in the distribution end of the film industry in New England, was in the city yesterday in connection with next season's product of his companies. His main business is in connection with the bookings of the Paramount-Publix theatres in Boston under the new order of things by which Publix is to show the entire Warners-First National product.

"BUY RIGHT—BUT BUY NOW"

Maberry Forms New Firm

Vandalia, Mo.—Trans Lux Amusement Co., has been incorporated with 100 shares of non par value stock and will commence business with $6,000. Incorporators are Cecil E. Maberry, former Columbia sales manager, 47 shares; Mrs. Cecil E. Maberry, 3 shares, and Daniel Rocke, Evanston, Mo., 50 shares.

'Common Law' $14,000 Best Portland Bet

Total $11,200 for 5 Theatres

Portland—"The Common Law" was the outstanding card of the week on a proportionate basis, grabbing off $14,000 at the RKO Orpheum, which is $4,000 above the house average. The Paramount showed strength with "Son of India," which did $14,900.

Estimated takings for the week ending August 5 and year-round weekly averages:

"CHANCES" (F. N.)
FOX BROADWAY—(1,912), 25c-50c, 7 days. **Gross:** $4,600. (Average, $5,000.)

"MISBEHAVING LADIES" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,800. (Average for week, $4,000.)

"WOMEN LOVE ONCE" (Para.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,400. (Average for week, $4,000.)

"RESURRECTION" (Univ.)
HAMRICK'S MUSIC BOX—(1,800), 25c, 7 days. **Gross:** $4,500. (Average, $4,000.)

"SON OF INDIA" (M-G-M)
FOX PARAMOUNT—(3,068), 25c-60c, 7 days, F. & M.'s "Dream House." **Gross:** $14,900. (Average, $12,000.)

"THE COMMON LAW" (RKO Pathe)
RKO ORPHEUM — (1,700), 25c-50c, 7 days, Vaude. **Gross:** $14,000. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

State Reciprocal Aims, Ufa Urges

(*Continued from page* 1)

state what it wants promising that if the demands "are based on a sound reciprocity basis they will be heartily welcomed by the German picture business."

His statement highlighted the recent annual meeting of Ufa in Berlin. About 300 department heads and foreign representatives attended. In reviewing the year's progress, he said that for the first time in years Ufa would be in a position to pay dividends. Cash on hand May 31, 1931 totaled 9,000,000 marks (about $2,136,600) contrasted with 4,000,000 marks (about $949,600) on May 31, 1930.

Fourteen new theatres with capacity of 14,000 were opened during the year, while ten theatres, with 9,000 capacity, were disposed of. This policy of larger house operation will be continued this year with 16 houses to be built in Cologne, Erfurt, Freiburg, Leipzig and other cities.

Ufa's policy for 1931-32 will be further restriction of dialogue in favor of visual effects, Ernst Hugo Correll, production chief said. The program calls for 15 features and about 35 shorts in several foreign languages.

Comedies in Favor in Germany, Brecher Says

While theatre activities in Berlin are somewhat at a standstill at present, studios there are humming with activity, with comedies predominating and the trend away from musicals, states Leo Brecher, New York independent exhibitor, in a cablegram to his home office.

"BUY RIGHT—BUT BUY NOW"

M-G-M Renews Three

Hollywood—M-G-M has renewed contracts of three players: Nils Asther, Helen Coule and Madge Evans. Wallace Beery's next will be "Hell Divers," to be classified as a special.

150 Houses in Chi to Close Next Monday

(*Continued from page* 1)

contract does not call for two operators as claimed by Tom Maloy, union boss, in refusing the elimination demand.

The threat to machine gun Steffes is the first overt act since Allied's official entry into the fight.

Maloy Not Changing His Stand in Chi

(*Continued from page* 1)

unless the union operators themselves called a meeting to act on it.

"My official stand," Maloy said, "ain't no different now from what it ever was. Our agreement for two mugs in the booth don't run out till January 11, 1932, and I ain't sittin' in on any meetings with anybody till then."

Illinois Allied exhibitors, representing 150 theatres in the metropolitan area, have advised Maloy of their intention of closing their theatres after Sunday's performances until the extra operator is withdrawn. The move would throw about 1,500 theatrical union employes out of work, it is estimated. Al Steffes, director of strategy for the independent exhibitors in their fight against the union, stated that the closings would take place as announced unless Maloy altered his stand this week.

Edward Donovan, alleged Chicago gangster and reputed "slugger" and gunman for the operators' union, was arrested here this week and charged with the murder of Jacob Kaufman, insurgent union member who was shot to death just before he was to have testified to the grand jury concerning Maloy's regime as "czar" of the union. Several revolvers and a quantity of "dum-dum" bullets were allegedly found in Donovan's hotel room and were turned over to Col. Calvin Goddard, ballistics expert of the coroner's office, in an effort to determine if they fired the bullets which killed Kaufman.

"BUY RIGHT—BUT BUY NOW"

"Just a Gigolo" Ban Is Lifted in Ohio

COLUMBUS—"Just a Gigolo," which has been in the can since pulled by censors after opening in Cleveland several weeks ago, has again been released. When originally released, the picture was so badly scissored that Loew's Valentine, Toledo, refused to play it after it had been set in and advertised. The consensus of opinion is that eliminations have been reinstated by Dr. B. O. Skinner, new censor chief, who is a film fan.

"BUY RIGHT—BUT BUY NOW"

Fox Outing Aug. 22

Fox employes on August 22 will hold their annual outing a boat ride up the Hudson to Indian Point where sports events will take place.

"BUY RIGHT—BUT BUY NOW"

Fight Films Out

Supreme Court Justice Carew yesterday granted an injunction against Pathe News from including pictures of the Sharkey-Walker fight in its newsreel.

Good Job Done in 'Tragedy,' Is View

(*Continued from page* 1)

action for a temporary injunction to halt showing of the film on the ground it was a distortion of his work. Suit for a permanent injunction is pending.

Following is a summary of New York critics' comment:

TIMES—***parts of which are uninspired*** the trial scene is emphatically stirring***It seems a pity that the producers did not capture more of the author's analysis of the characters instead of using paragraphs from the book***In his haste to get to the heart of the murder story Mr. von Sternberg has lost the real pith of the narrative.

HERALD-TRIBUNE—***is entirely conscientious and entirely workmanlike, and it is***a shrewd and effective courtroom melodrama. It does, however, lack the clumsy strength of the original.***left the issue (between Dreiser and Paramount) still somewhat in doubt.

AMERICAN—Heavy as the dusty volumes from which it gets its name***moves ponderously across the screen.***Instead of a swift, hot, vibrant tale of passion—an epic of human frustration, we have a dull case history of a moronic murderer, guilty of a cheap crime dully conceived and poorly executed.

NEWS—***is real***intensely dramatic. At times it is very moving.***Follows Dreiser's book as closely as it is possible for one dramatic medium to follow a different one, except for the end.***The most thrilling and vital parts of the picture are the courtroom scenes, but the picture is interesting and absorbing throughout.

GRAPHIC—"The most faithful screen reproduction which Hollywood has yet given a novel. In fact, its adherence to the original story is one of its serious drawbacks, detracting from the dramatic possibilities and pictorial interest****is an elaborately framed, carefully produced, ably acted and heavily directed motion picture of a sombre plot."

EVENING JOURNAL—It is an important piece of work, not only because it is an admirable job, but because it deals firmly and logically with sex and murder—two subjects usually tabooed, Methodized or distorted beyond reason in the picture world.

EVENING POST—Samuel Hoffenstein and Mr. Sternberg have done a pretty good job in transferring the two volumes to the screen and there seems to be no particular reason why the author should object that Paramount has turned out a picture that does not follow his story****An American Tragedy," therefore, emerges as a film melodrama which holds one's attention even on a hot August night, and if it is not exactly an "epic," it is at least a workmanlike production.

SUN—A tense and moving drama, based on the novel by Theodore Dreiser, a drama that is relentlessly real, tremendously effective and at times almost heartbreaking ***It is a fine, fine thing Paramount has done, as it is. The production is almost faultless, beautifully photographed and splendidly acted. "An American Tragedy," I believe, is sincere and honest—one of the best pictures of the year.

TELEGRAM—"An American Tragedy" has been transferred to the talking pictures by Josef von Sternberg and turns out to be a workmanlike, and at times vigorous, but on the whole a rather noticeably undistinguished play***the story of the Chester Gillette case is retold, I venture to state, as well as it could possibly have been retold in spite of Mr. Dreiser's protestations that the producers had raised the very mischief with the novel.

"BUY RIGHT—BUT BUY NOW"

Nominating Group To Pick AMPA Slate

Selection of a slate of officers for the AMPA for the coming year is to be made by a committee named yesterday. The election takes place the second meeting in September. On the committee are:

George Bilson, George Harvey, Walter Eberhardt, Marvin Kirsch, Paul Benjamin, Charles Barrell and Leon Bamberger.

"BUY RIGHT—BUT BUY NOW"

Film Board Outing

DETROIT LAKES, Minn. — Annual outing of the Minneapolis Film Board is to be held here today and tomorrow.

St. Louis Firms Seen Divorced Next Year

(*Continued from page* 1)

Ambassador and the Missouri and the closed Grand Central. Skouras Brothers Enterprises, Inc., has a 50-50 interest in those houses with Paramount-Publix with Charles Skouras the controlling factor. Skouras Brothers Enterprises owns the Ambassador and has leased it to the Super Theatres Corporation. The Missouri Theatre is leased from the Paramount interests.

The interesting feature of the new situation is this: When the present agreement with the musicians union was signed the Skouras Brothers, Spyros, Charley and George, were part of the Warner organization. But today Spyros and George are no longer with the Warners and have cast their lot with Paramount-Publix in the East. Hence a year ago the Ambassador would have been classed as a Warner house, but today it is checked in with the Paramount list, notwithstanding Warners through the Skouras Brothers Enterprises still retains a 50-50 interest in the house. But Charley Skouras is the boss.

Hence, a year ago, Warners controlling both the St. Louis Amusement Company and Skouras Brothers Enterprises was much concerned in the fate of the Ambassador Theatre, which has been built up largely on its music, stage shows and master of ceremonies. And for that reason the St. Louis Amusement Company probably stretched a point or two in arriving at a peaceful settlement with the musicians so as to get music back into the Ambassador.

Now the shoe being on the other foot the St. Louis Amusement Company, in a way, probably does not care what happens to the Ambassador, feeling that's Charley Skouras' problem.

The fact that the St. Louis Amusement Company has been paying $2,400 a week for musicians it can not use was one of the big points made by the plaintiffs in the receivership hearing before Circuit Judge Granville Hogan. When the contract with the musicians was signed all of the musicians were crowded into the pit of the Granada Theatre on Gravois avenue for a few weeks. Then a plan of touring the chain houses with orchestras was tried out for a while. But finally the company dropped manual orchestras entirely and has since been paying the musicians for playing pinochle or something equally as interesting.

Another point raised by the complainants was that the company was using too many Warner pictures and apparently paying too much for the individual products of that company and its subsidiary, First National Pictures.

But, like the music situation, that cause of worry was effectively eliminated by Thomas when he assured Judge Hogan that the St. Louis Amusement Company would not enter into new contracts for Warner and First National pictures until the receivership petition had been disposed of by the Judge. This won postponement of the case to September 28.

"BUY RIGHT—BUT BUY NOW"

Gets "Stepping Sisters"

Fox has purchased "Stepping Sisters," musical comedy produced by Albert Bannister.

Gangster and Racy Films Out at Fox

(*Continued from page* 1)

stories for next season beginning September 1932.

In choosing the balance of this year's product stories, special efforts are being made to arrange sequences and story construction to appeal to adolescents, which Fox considers important to the box-office as the adult trade. Sophisticated sex problems not understandable to average audiences will not be found in productions coming from the Fox studios either this year or in the next five, under present plans.

"BUY RIGHT—BUT BUY NOW"

Oscar Hanson Heads New Exhibitor Co-op

(*Continued from page* 1)

Theatres of Canada, independent exhibitor co-operative.

Community Theatres officially started operation yesterday with 14 theatres in Ontario as members. A flat service charge for the buying of pictures is the policy. No effort will be made to make blanket deals for the membership, but the needs and wants of each member are to be studied and handled individually, the organization serving as a buying counselor.

The new firm has opened offices in the Film Exchange Building, with Thomas Long, formerly with Tiffany, as office manager. Fred Guest of Hamilton is president of the circuit, Thomas Moorehead of Brampton, vice president. Other directors are: Thomas Ross, Bowmanville; Gordon Miller, Peterboro and H. W. Braden, Hamilton.



Oscar Hanson

Hanson's office with the exhibitor co-operative dovetails with his position as Gaumont general manager. In the latter post, he will co-operate with Claire Hague, Universal Canadian chief, in furthering sale of 12 Gaumont films in Canada, physical distribution of which is being handled by Universal.

Starting Negotiations On Three British Films

Three new Gainsborough Pictures have been received in New York by Arthur Lee of Ameranglo and negotiations for their national distribution will be started in a day or two. The pictures are: Sherlock Holmes' "The Hound of the Baskervilles," "The Man They Couldn't Arrest," directed by T. Hayes Hunter, and "A Night in the Montmartre."

"BUY RIGHT—BUT BUY NOW"

Hecht's Wife Buried

Mrs. Harry Hecht, wife of the New Jersey exhibitor, was buried yesterday at Passaic. She died following a short illness.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 59 NEW YORK, SATURDAY, AUGUST 8, 1931 TEN CENTS

Turning Point Reached, Sam Katz Asserts

Fine Product and Good Weather Seen Causes

Declaring that good product has arrived and that the weather soon will turn, Sam Katz declares that the turning point, "as far as our particular industry is concerned, is in front of us." Katz's views are contained in "A Personal Talk" to the Publix organization.



SAM KATZ

"We are standing on the threshold of a new season," he declares. "To us in the picture business it is the first of January, the beginning of a new year. That being the case, I think now is the ideal time for us to look back upon what has taken place in the past and to look forward and see, with clear, honest, unbiased vision, what lies ahead of us.

Says Product Was Inferior

"We have passed through a year of adversity. The country has been

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

"U" to Start British Films in September

LONDON—Universal is planning to start production here September 1. The first effort under the plan will be a serial, "Heroes of the Law." The remainder of production plans, which will include features will be completed upon arrival here in September of Carl Laemmle, who is in France discussing European production.

"BUY RIGHT—BUT BUY NOW"

Decker Now Manager Of W. B.-F. N. in N. Y.

A number of changes have been effected at the New York Warner Bros.-First National exchange. Harry Decker, formerly Brooklyn manager, has succeeded Eddie Goldstein, resigned. Gus Solomon, Brooklyn salesman, has been appointed manager for that territory. Michael Resnick, formerly of Talking Picture Epics, has joined the exchange as salesman. Decker recently won the Sam E. Morris trophy in the May sales drive.

No Shake-up

Hollywood—There will be no fireworks and no firing at either the Radio or RKO Pathe studios, states Hiram Brown, president of Radio-Keith-Orpheum.

281 New York Houses in Fox Buy Now Fold

Fox's New York exchange has not been in the doldrums as far as selling new product is concerned. Eleven Greater New York circuits involving approximately 281 theatres have already signed up for the company's complete lineup of 48 features.

The circuits and the number of theatres each represents are as follows: Leon Rosenblatt, six; Sol Brill,

(*Continued on page 4*)

"BUY NOW" SALES

RKO Pathe reports several sales in various circuits throughout the country. In New York City, the company has closed deals for the year's product with Manhattan Playhouses, Inc., Consolidated Circuit, Sol Brill Circuit and Lee Ochs Circuit.

The Manhattan Playhouses are the

(*Continued on page 4*)

RKO WITH FOX ON RACY FILM TABOO

Optimism Is Running High, Plunkett Says

Radio-Keith-Orpheum is viewing the future with optimism, Joseph Plunkett, vice president and general manager of the circuit, declared following close of the company's quarterly convention in New York. The three day sessions, said Plunkett, were characterized by "a fine spirit of enthusiasm."

Company problems and operation details were chief subjects discussed at the sessions. Return of a vaudeville policy to about half a dozen

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Michalove Calls His Staff to New York

Launching of the new Warner-First National season August 22 is to be chief business in a general meeting of zone managers and executives to be held Monday in New York with Dan Michalove, head of the circuit, presiding.

Cutting Dialogue to One-Third in Try For Betterment

HOLLYWOOD—Elimination of racy sophisticated pictures and reduction of dialogue in favor of action will highlight forthcoming pictures. Already Radio and Fox have decided on this course and more companies will follow. Fox in addition has voted thumbs down on gangster pictures, which will be greatly curtailed in the coming crop of productions.

At a meeting at Radio, Joseph Schnitzer, William LeBaron and associate producers decided that the cutting down of dialogue in favor of action would result in better pictures. The decision is a direct result of preview audience reaction to "Smart Women," which is built along these

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Cantor Hits Report Of Return to Stage

HOLLYWOOD—Eddie Cantor denies he has signed a contract with Florenz Ziegfeld and says he cannot do so without Samuel Goldwyn's consent. He also adds that Ziegfeld's contribution to picturization of "Whoopee" was "principally one of interference," stating the picture was produced solely by Goldwyn. The latter also denies the existence of any contract which contemplates Cantor's return to the stage.

"BUY RIGHT—BUT BUY NOW"

Coast Golf Tourney Slated Sept. 12-13

Date of the fifth annual Motion Picture Golf Tournament, sponsored by Quigley Publications, has been set for September 12 and 13 at Lakeside Country Club. Committees now are being appointed and prize awards being determined. The grand prize will be the Quigley Cup, first leg of which was won last year by Gene Ruggerio of M-G-M.

"BUY RIGHT—BUT BUY NOW"

Buchanan Signed for Para. British Film

LONDON—Jack Buchanan has signed for the lead in "A Child in Their Midst," third of the Paramount British productions being started this week at Ellstree. Louis Mercanton is directing.

Service Cancelled in Chi; Public Backing Exhibitors

Chicago—Loss of revenue to film exchanges if 150 independent houses carry out their threat to close Sunday night will total $25,000 weekly, it is estimated. About 5,300 theatre employes will be jobless including about 400 operators and electricians, 300 to 500 ushers, advertising, secretarial and clerical aids, films carriers and messengers.

CHICAGO — Distributors here were advised yesterday that 150 houses would close after the final performance Sunday night in a communication from Aaron Saperstein, president of Allied Theatre Owners of Illinois. Next week's bookings have been cancelled.

The exhibitors' move is backed by the sympathy of the local press and public opinion which now is strongly against the union. Saperstein indicated the theatres may reopen in a week with non-union operators but this is denied by W. A. Steffes, who is assisting Saperstein in the local fight.

Press criticism of the circuits for not joining the closing move has been forestalled by Steffes, who said he did not want a lockout declared by labor. The present action of the independent theatres, he declares, places full responsibility on Tom Maloy, union boss. The state's attorney's office, meanwhile, says it has not been notified of any anonymous threats against Steffes nor has it received any request for protection from him.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 8, 1931 No. 59

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Jack Weinberg Plans New Exclusive Firm

Jack Weinberg, formerly owner of the Exclusive Feature Film exchange, is re-entering the independent exchange field and shortly opens an office at 630 Ninth Ave. under the same name he formerly operated. Weinberg has contracted with the Weiss Bros. to distribute the eight Harry Carey features in Greater New York and Albany. It is possible that other exchanges in New York state may be opened.

"BUY RIGHT—BUT BUY NOW"

McGowan Renews

HOLLYWOOD — Robert McGowan, who is completing his tenth year as director of "Our Gang" comedies, has signd a new long-term contract with Hal Roach. McGowan has been associated with "Our Gang" pictures since the idea of making these two-reel juvenile films was first suggested, and during the past decade has turned out 110 releases. During the forthcoming season eight "Our Gang" pictures are listed for release by M-G-M.

"BUY RIGHT—BUT BUY NOW"

Von Sternberg in Court

HOLLYWOOD—Asserting that his former wife is making exorbitant money demands, Josef von Sternberg appeared in court yesterday to face a contempt charge.

"BUY RIGHT—BUT BUY NOW"

Borrows Rose Hobart

HOLLYWOOD—Rose Hobart has been borrowed from Universal by Paramount to appear with Fredric March and Miriam Hopkins in "Dr. Jekyll and Mr. Hyde."

"BUY RIGHT—BUT BUY NOW"

Another Holt-Graves

HOLLYWOOD—Columbia has signed Jack Holt and Ralph Graves to be co-featured in "The Ghost Walks," tentative title.

"BUY RIGHT—BUT BUY NOW"

Christy in New York

Charles Christy is in New York from the Coast.

Purely Personal

PAUL WHITEMAN is named defendant in action brought by Universal to recover a $1,500 expense account. Twenty-two blue tuxedos worn by Whiteman's orchestra in "The King of Jazz" are among the items listed.

TOMMY MEIGHAN is not back from the Coast a week and Harry Buxbaum has played golf with him at least five times. If Meighan would stop raving about Fox pictures he would play a better game.

RUDOLPH GUENTHER, chairman of the board of the advertising firm of Rudolph Guenther-Russel Law, Inc., sails today for Europe.

MAJOR EDWARD BOWES, managing director of the New York Capitol, is sponsoring a plan for an annual memorial to the late David Belasco.

ELMER J. MCGOVERN has just finished editing a series of Chester's Snooky Comedies which are being released through Talking Picture Epics.

JOE ROSENZWEIG is going to Rockland Lake over the week-end on a fishing trip. On the trip will be Harry Zeitels and Morris Epstein.

ADOLPH POLLAK expects to leave for the Coast any day now. Several deals waiting to be signed are holding him up.

A. GRIFFITH GREY, Pat Campbell's former boss in the D. W. Griffith Company, was host to Pat at Long Beach.

LILLIAN SILVER, secretary to Charles O'Reilly at the T.O.C.C., has left for a two weeks' vacation.

AL MENDELSON, Fox Jersey exchange booker, has gone to the mountains to spend his vacation.

SI BARR of the Subway, Brooklyn, is dickering for the Gem, 135th Street, New York.

"BILLY" FERGUSON, M-G-M exploitation chief, has given up all claims to being a deep sea fisherman, following a week-end experience.

MARIAN MARSH, recent Warner discovery, is to arrive in New York Monday for a stay of a week.

JACK GOLDSTEIN has moved his office from the fifth to the seventh floor in the Film Bldg.

CHARLES ZENKER of Prospect Press and his daughter sail next Wednesday for Europe on a vacation trip.

GLORIA SWANSON is to arrive in New York Saturday from Europe.

Coverage

ASTOR—"A Free Soul" (M-G-M)—reviewed April 18.

CAMEO—"Five Year Plan" (Amkino) — reviewed today, page 3.

CAPITOL—"Politics" (M-G-M) —reviewed July 2.

CRITERION — "An American Tragedy" (Para.) — reviewed May 29.

MAYFAIR — "Traveling Husbands" (Radio) — reviewed April 27.

PARAMOUNT — "Huckleberry Finn" (Para.) — reviewed July 27.

RIVOLI—"The Smiling Lieutenant" (Para.)—reviewed July 9.

ROXY—"Young as You Feel" (Fox)—reviewed April 8.

STRAND — "The Runaround" (Radio)—reviewed today, page 3.

WARNERS — "The Immortal Vagabond" (Talking Picture Epics)—reviewed August 1.

WINTER GARDEN—"The Star Witness" (Warners)—reviewed July 21.

Stocks Gain; Universal Up 6¾ Points

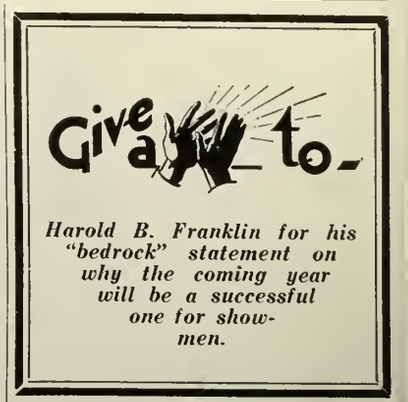
	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅜	7⅜	7⅜	.....	100
Eastman Kodak	135¾	133	135¼	+1⅜	2,500
Fox Film "A"	13⅛	12⅛	13	.....	25,600
General Theatre Equip. new	3⅛	2⅞	2⅞	— ¼	11,700
Loew's Inc.	45⅜	44⅝	45	.....	2,700
M-G-M pfd	25	25	25	— ⅛	100
Paramount Publix	22⅞	22⅝	22¾	— ⅛	3,200
Pathe Exchange	1⅝	1½	1½	.....	500
Pathe Exchange "A"	5⅞	5¾	5¾	— ⅛	200
R K O	13⅜	13⅛	13⅜	.....	2,700
Universal Pictures pfd	42	42	42	+6¾	10
Warner Bros.	7⅛	7	7	.....	3,800

General Curb List Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9¾	9⅝	9¾	+ ¾	500
Fox Theatres "A"	2⅜	2¼	2¼	.....	1,200
General Theatre Equip. pfd	4¾	4	4⅛	— ⅜	7,300
Sentry Safety Control	¾	¾	¾	+ ⅛	100
Trans Lux	4¾	4⅝	4¾	— ¼	1,000

Bonds Also Gain; Pathe Gains 1¾

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	21	18	19	—4⅛	11
Loew's 6s '41 ex war	97½	97½	97½	+ ⅛	5
Paramount F. L. 6s '47	88½	87	88	+ ½	24
Paramount Publix 5½s, '50	76	75½	75¾	—1¾	29
Pathe 7s '37 ww	92½	91	92½	+1½	14
Warner Bros. 6s '39 wd	44¾	43⅝	43¾	—1¼	30



Harold B. Franklin for his "bedrock" statement on why the coming year will be a successful one for showmen.

Epics Out of Sheffield Exchanges in West

DENVER—Sheffield exchanges have requested Talking Picture Epics to arrange for other distribution here and Salt Lake City, Portland, Seattle and Butte. Sheffield has recently added considerable other product for his exchanges. R. E. Mitchell is in Denver arranging the transfer and Fred Gage will manage the Denver office, which will take over the old Tiffany headquarters.

"BUY RIGHT—BUT BUY NOW"

Denver B. O. Hit By Night Baseball

DENVER—Night baseball here is furnishing a lot of competition to theatres. In the *Denver Post* tournament Sunday night game there were more than 7,000 present, while the seats in the first run houses here total only 8,740.

"BUY RIGHT—BUT BUY NOW"

3 Originals Called For in Lonsdale Pact

Frederick Lonsdale, British playwright who left New York yesterday for the Coast, is to do three originals for M-G-M. The first probably will be a Norma Shearer starring vehicle and one of the others will star Robert Montgomery.

"BUY RIGHT—BUT BUY NOW"

Midnight Shows Popular

CINCINNATI—The Saturday midnight shows at RKO Palace and Lyric are continuing to click regularly, indicating that the owls apparently prefer escape from the heat which the refrigerated show shops offer, rather than their regular Saturday night bath.

"BUY RIGHT—BUT BUY NOW"

Pichel Here Monday

Irving Pichel, author, dramatic critic and actor, arrives in New York Monday to appear opposite Tallulah Bankhead in "The Cheat."

"BUY RIGHT—BUT BUY NOW"

Character Actor Killed

SANTA MARIA, Cal.—While hunting with his chauffur on Figuero Mountain, near here, Ullrich Haupt, character actor and playwright, was killed by the accidental discharge of his rifle. He was 43-years old.

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• Looking 'Em Over •

"Wine in the Blood"
(*RKO-Radio*)

HOLLYWOOD—"Mildly entertaining" was the verdict of the audience which viewed this picture concerning a man who uses his wife to blackmail the men she attracts.

While the three principals, Lily Damita, Adolphe Menjou, and Laurence Ollivier, gave creditable performances, the enthusiasm of those present was reserved for Frederick Kerr, as a delightful old roue, and Erich von Stroheim as a humorous blackmailer. The excellent dialogue by Wallace Smith and the direction of Victor Schertzinger also excited comment.

The story, taken from the novel "The Sphinx Has Spoken" by Maurice De Kobra, reaches its climax when the husband discovers that his best friend has been his wife's victim. The two decide that friendship precedes an "affair" and the picture goes on to prove that they are wrong— the witness drawing his own moral conclusion.

"Sidewalks of New York"
(*M-G-M*)

Undiluted slapstick and old-time gags came into their own with the showing of Buster Keaton's latest "The Sidewalks of New York" if the enthusiasm of a preview audience at the Alexander Theatre in Glendale is any criterion.

Keaton's rough and tumble antics are augmented by Cliff Edwards who was responsible for many snickers. Anita Page has a sort of background role as a typical New York flapper, all the scenes as the title implies, being laid around the streets of that city.

Even a friendly audience couldn't find much plot or coherence to the story, so the patrons gave up looking and just laughed.

The story is by George Landy and Paul Gerard Smith and the direction in the hands of Zion Meyers and Jules White.

"Business and Pleasure"
(*Fox*)

HOLLYWOOD—Will Rogers' latest, adapted from Booth Tarkington's "The Plutocrat," is a typical Rogers vehicle affording the sage of Claremore opportunity to get things all mixed up on an ocean liner and later to settle a war among tribes in the Arabian desert. He gets vamped by Jetta Goudal and properly squelched for this philandering by his wife (Dorothy Peterson). Both women give charming characterizations.

Will plays the role of a razor blade manufacturer out to tie up the market on damascus steel. His antics on the boat and later in the desert, afford plenty of laughs and opportunities for the Rogers philosophy and drollery. Romance is supplied by Joel McRae and Peggy Ross. All of the cast is quite adequate, but, as usual in Rogers pictures, this is pretty much all Will.

LEO MEEHAN.

"The Spider"
(Fox)

HOLLYWOOD—Fox has turned out a real mystery melodrama in this picture with capable Edmund Lowe as the chief thriller, supported by Lois Moran, John Arledge, El Brendel, George E. Stone and others. For those millions who read mystery stories, go to seances and like hypnotism and mind reading, there will be plenty of entertainment in this one. A fast pace has been set by the co-direction of William Cameron Menzies and Kenneth McKenna from the adaptation by Barry Connors and Lowell Brentano of the stage play. As usual, Lowe does his stuff in thoroughly satisfactory fashion.

LEO MEEHAN

"Mom"
(*RKO-Radio*)

HOLLYWOOD—Title writers reached the above name for the picturization of "Fanny Foley, Herself" by Juliet Wilbur Tompkins, featuring Edna May Oliver, a standard vaudeville headliner. The picture is done in Technicolor.

Fanny (Edna May Oliver), mother of two grown daughters, forsakes the stage because of fancied disapproval of the daughters. How Fanny effects a general reconciliation that enables her to return to the stage brings the story to a happy conclusion.

Rochelle Hudson, in her first major assignment, and Helen Chandler are the two daughters and Hobart Bosworth, the grandfather, considerably concerned in the plot. Florence Roberts, John Darrow and Robert Emmett O'Connor have outstanding parts.

Carey Wilson did the adaptation and dialogue with full realization of the humanness of the story, and Mel Brown's direction is in the same vein. The Technicolor photography on the new high-speed film is worthy of special attention.

"Law of the Rio Grande"
(*Syndicate*)

Ordinary western with plenty of outdoor scenery and riding to satisfy the trade that goes in for horse operas. The story has Bob Custer, a bandit, resolving to go straight after the gang is pretty well broken up. He meets up with Blanco Kid, a former associate, as Blanco is framing the ranch owner's daughter into marrying him. Custer intercedes and gets into the good graces of the girl. Later he is made foreman of the ranch. When he breaks up the robbery plans of the Blanco Kid, his past is revealed, but that means nothing when the pretty ranch owner's daughter intervenes in his behalf.

"Wild Horse"
(*Allied*)

Hoot Gibson supplies plenty of thrills and action in his second western for Allied. A rodeo show, a bank holdup and the capture of a murderer are some of the highlights. Capture of the wild horse also plays a prominent part in the action which is bound to keep the juvenile trade well pleased.

Hoot buys a ranch with a rodeo outfit and then exciting events begin to happen. When the clouds of trouble clear, the hero wins Alberta Vaughn in real cowboy style.

There is a fight between two horses that is a sizzler. "Skeeter Bill" Robinson furnishes the comedy sequences. Others in the cast include Stepin Fetchit, George Bunny, Joe Rickson and Edmund Cobb.

"The Runaround"
(*Radio*)

Done entirely in Technicolor, this light comedy drama is good hot weather fare. The new color process enhances the effect and enables Mary Brian and the other principals to appear at best advantage. Mary is a chorus girl, who is induced by her girl friend to try to frame a prospective husband. During the process, she falls in love with her proposed victim and he insists upon the marriage as scheduled. To Joseph Cawthorne go the acting honors in a good cast including Geoffrey Kerr, Johnny Hines and Marie Prevost. Director William J. Craft lost no opportunity for laughs.

HYNES.

"The Five Year Plan"
(*Amkino*)

This portrays Russia's remaking, or the development and progress of the Soviet people in the three years under the Five Year Plan. Life, business and entertainment all have taken a turn for the better in Russia and the reaction of the inhabitants is most favorable. The harvesting industry has progressed considerably as has other industries. A number of new buildings have changed living conditions in parts of Russia and the people are really coming into their own, according to the film. The picture originally was made silent but a lecture has been added to explain both the system and the new regime under which the Russians are now living and working.

Shorts

"Gangway"
(*Vitaphone*)

Audience of the New York Strand got a real kick out of this Joe Penner comedy. Joe substitutes for a notorious gangster at a fashionable party, outwits some crooks and takes down the house with his song act. Running time, 9 minutes.

"The Naggers at the Races"
(*Vitaphone*)

Mr. and Mrs. Jack Norworth take a trip to the racetrack, where the gullible Jack takes tips as they come along. Of course, the couple provide plenty of discomfiture for the other spectators. It has laughs. Running time, 8 minutes.

"Knocking 'Em Cold"
(*Vitaphone*)

This is a short about actors. Andrew Tombes is a boastful ham, whose act is queered by his boarding house associates. However, his girl gives him a new act and fighting courage. The sequence where an actor friend is beating Tombes to all his gags during his act is funny. Running time, 9 minutes.

"Oh! Oh! Cleopatra"
(*RKO Pathe*)

The second of the Masquers Club of Hollywood's contribution to the shorts field and with plenty of names in the cast, including Bert Wheeler and Bob Woolsey, who carry on with Shakespeare's brainchild to make an amusing novelty. There's plenty of fun with Wheeler satiring Mark Anthony, and Woolsey, Julius Caesar. Dorothy Burgess is Cleopatra and a charming one at that. The story concerns Professor Sweinstein giving a demonstration with pills that will bring one back to the retrospective age. That chariot race for Cleo's hand is a wow. Running time, 20 minutes.

"The Silent Partner"
(*Vitaphone* 1250-51)

Billy Gaxton has plenty to do to keep the wolf from the door. He owns an option on a piece of property and until he disposes of it to his aunt's lover, there's plenty of fun provided by the star who keeps the collectors from collecting. Running time, 18 minutes.

"Poise"
(*RKO Pathe*)

Sports require a certain amount of poise, and in this subject Grantland Rice manages to get scenes showing how this is necessary in archery, fishing, golfing, the shot put, discus throwing, pole vaulting, high jumping, broad jumping and other events. Running time, 9 minutes.

"The Buffalo Stampede"
(*Vitaphone No.* 6)

Water Buffaloes and the disastrous Tsetse fly are the highlighted in this issue of the "Adventures in Africa," series. A few of the buffaloes are captured by Dr. Wynant D. Hubbard and his expedition, but the ravishings of the Tsetse must be imagined for none of their vandalism is shown on the screen. It's interesting material with dialogue adding to its value. Running time, 9 minutes.

"Fun on the Ice"
(*RKO Pathe*)

This one should cool your audiences if the air-cooling systems don't. The Aesop Fables menageries take to the ice with a number of antics provided to keep audiences giggling on and off. Recording and synchronization are well done. Running time, 8 minutes.

RKO With Fox On Taboo of Racy Films

(Continued from page 1)

lines. The picture is getting surprising receptions.

Under the plan, pictures are to consist of two-thirds of action and one-third dialogue. The same meeting found sentiment against racy sophisticated pictures.

Fox, as stated yesterday, is making effort to select material designed for family trade with special emphasis placed on the younger element. Sex and gangster dramas are to be avoided, under the plan. The company realizes the importance of the trade of adolescents and is seeking to gauge picture appeal accordingly.

"BUY RIGHT—BUT BUY NOW"

Skinner Ventilating Receiver Is Sought

ST. LOUIS—Circuit Judge Henry Hamilton, has set August 11 as the date for a preliminary hearing on an application for the appointment of a receiver for Skinner Brothers Manufacturing Co., makers of heating and ventilating equipment for theatres and other buildings.

The receivership suit was filed by Merrill G. Skinner, former vice president and general manager of the company, and it charges that a local bank, which was included among the defendants, is a large creditor of the concern and has been taking an undue amount of control and dictating a policy not to the company's best interest. The petition states that the company is solvent but due to general conditions its business is now virtually at a standstill. Skinner, whose salary was $1,250 monthly, resigned when the bank is said to have demanded that officers work without pay until business conditions improve.

"BUY RIGHT—BUT BUY NOW"

Argentine Chancellor To Register Squawk

SAN FRANCISCO — Declaring that the grade of product emanating from Hollywood "is designed for infantile intellects and are poorly directed," the Republic of Argentine is sending Ral Garruchago, chancellor of the Argentine consulate, to Hollywood to urge producers "to make better pictures."

The entire South American market has been wrought up over introduction of Castillian Spanish in American pictures released there, it is stated.

"BUY RIGHT—BUT BUY NOW"

Ad Splurges for Buffalo B. O. Boost

BUFFALO—After the three-quarter page spread on "Politics" brought such heavy business, Loew's Fox-Great Lakes followed it the next week with a similar layout on "Sporting Blood," both with M-G-M co-operation. Stage shows, Wesley Eddy with "Politics" and Waring's Pennsylvanians with "Sporting Blood," were featured prominently.

Better Color

TECHNICOLOR has made big strides forward in the development of its new process which is introduced in Radio's "The Runaround." The film is done entirely in color and the effects are natural and pleasing. The daubed effect which heretofore characterized facial coloring has been overcome, and features and contour register naturally and clearly, with resultant lessening of eye strain. The new process should aid greatly in restoring popularity of color pictures.

HYNES

Turning Point Reached, Sam Katz Asserts

(Continued from page 1)

in the grip of a depression whose effect has been felt in our theatres. On top of that, the product we have had in the past year has been below normal in box-office draw. To make matters worse, weather conditions, which play so important a role in our business, have been disappointing. I am enumerating this in a sincere attempt to look facts squarely in the face.

"The net result of all this has been a feeling of discouragement which is perfectly natural under the circumstances. When a man works hard and exhausts every ounce of strength, energy and brainpower in running his theatre and still can't keep the gross up to its former level, it is quite natural that he should get a little disheartened. Lowered grosses necessitated, at times, stringent economies. The exigencies of the times and the interest of its stockholders compelled the company to institute a wholesale salary reduction. Pessimistic reports in the newspapers of the trend of the times, rumors, hearsay and grape-vine gossip didn't brighten the situation. All this could not help but have an unsettling effect. Some of the boys felt a little uncertain and uneasy about the future. It was natural and inevitable."

Cites Quality Product

Katz praises the Publix organization for the manner in which it has weathered adversity and lists a number of pictures which he says are indicative of the new quality product soon to be offered.

"The product you will play in the next few months will be the most effective pictures from the box-office viewpoint ever flashed on a theatre's screen," Katz states, pointing out that the quality of the product, plus the impending break in weather and curtailment of costs are what makes him so "genuinely confident of results in the immediate future.

"That is why I feel I have a right to believe that the turning point, so far as our industry is concerned, is in front of us," he declares, calling upon the organization to "start the race with confidence, optimism and alert enthusiasm" washing their minds clear of "any uncertainty, uneasy doubt and gloomy pessimism."

281 New York Houses in Fox Buy Now Fold

(Continued from page 1)

eight; Lee Ochs, 14; Louis Frisch, 17; Consolidated Amusements, 24; RKO, 30; Loew's, 65; Warners, 40; Fox Metropolitan, 70; Jack Hatton, three, and Bolte Bros., four. This list does not include the string of individual independents that already have put their signatures to Fox contracts.

"BUY NOW" SALES

(Continued from page 1)

following: Clinton, Apollo, Palestine, Second Avenue, New Delancey, Hollywood, Florence, New 14th St., Ruby, Mt. Morris, Jewel, Orpheum, Sunshine, San Jose, Cosmo, Stadium, Regun, Harlem Opera House, Harlem Grand, Harlem King, Palace.

Consolidated Circuit comprises the Oxford, Jerome, Mt. Eden, Luxor, Fleetwood, Willis, Forum, Columbus, Arena, Gem, Tivoli, Times, Ideal.

Sol Britt Circuit involves the Palace Theatre, Pt. Jervis, 7 theatres on Staten Island and the Oasis, Brooklyn.

The Lee Ochs Circuit is composed of the following ten theatres in New York City: Costello, Gem, Kingsbridge, Majestic, Manhattan, Mosholu, Ogden, Tuxedo, U. S., Uptown.

"BUY RIGHT—BUT BUY NOW"

Junior Durkin Renews

Junior Durkin, who appears in the title role of "Huckleberry Finn", opening Friday at the Paramount Theatre, has signed a contract to appear in two more Paramount pictures. The first will be "Tom Sawyer, Detective."

Optimism Is Running High, Plunkett Says

(Continued from page 1)

theatres which had been playing pictures only also was voted at the gathering.

District executives who came from all parts of the country, were Charles B. McDonald, Lou Golding, Joseph Lee, H. R. Emde, J. M. Brennan, Harry McDonald, J. E. Firnkoess, William Elson, Morgan C. Ames, A. S. Rittenberg, Len Brown, Cliff Work, and Homer Gill. On various days they were addressed by Nate Blumberg, E. M. Glucksman, James H. Turner, Jules Levy, Charles Freeman, Herman Zohbel, Milton Schwarzwald, Jack Hess, E. M. Orowitz, O. R. McMahon, Maj. L. E. Thompson, Mort Singer and other departmental heads.

Others present were: B. B. Kahane, James H. Turner, William Mallard, L. E. Thompson, Mort Singer, Benjamin Serkowich, Floyd Scott, Joseph Gershensen, William Adler and Arnold Van Leer.

"BUY RIGHT—BUT BUY NOW"

Get Ad Material 8 Weeks in Advance

All press and exploitation material on pictures to be played in Warner houses during August and September has been assembled by Dave (Skip) Weshner under a new plan to make such material available eight weeks in advance of playdates. This fortifies theatre managers in advertising in cases of shifts in bookings.

NEW YORK
1540 BROADWAY
BRYant 4712 . . .

LONG ISLAND CITY
154 CRESCENT STREET
. . . . STIllwell 7940

EASTMAN
FILMS

J. E.
BRULATOUR
Incorporated

CHICAGO
1727 INDIANA AVENUE
CALumet 2691 . . .

HOLLYWOOD
6700 SANTA MONICA BLVD.
. . . HOllywood 4121

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 60 NEW YORK, MONDAY, AUGUST 10, 1931 TEN CENTS

Vigilantes to Guard Houses In Chi Fight

150 Houses to Seek Writ Against Union

CHICAGO—Allied Theatre Owners of Illinois is recruiting a theatre militia of 300 vigilantes to guard the 150 theatres which are scheduled to remain dark today. The force will include one professional guard and one guard recruited from exhibitor ranks to be augmented by a police guard.

Allied's attorneys also are seeking an injunction restraining the union from any acts of violence. Aaron Saperstein heads the exhibitor committee which will appeal to Mayor Cermak for removal of Joe Maloy.

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

$2,327,365 Paid In Film Dividends

Dividends paid by picture companies in July amounted to $2,327,365, according to the Standard Statistics Co., of New York. Total cash dividend payments made by domestic corporations in July were $516,095,367.

"BUY RIGHT—BUT BUY NOW"

Good Films Crying Need, Seider Says

Good pictures are the crying need of the industry today to offset economic conditions states Joseph M. Seider, operator of over 30 theatres in Greater New York. Business at present is bad, part of which Seider attributes to poor pictures and general depression.

"If better pictures were made the present situation would not be so bad

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Operators Seek Five P.C. Increase in N. O.

NEW ORLEANS—While operators in practically every city in the country are taking cuts, the local Projectionists' union is demanding a five per cent increase from theatres and film exchangs. The demand will be contested.

"BUY RIGHT—BUT BUY NOW"

Rowland Leaves Para For Fox Connection

Richard A. Rowland has resigned as an associate producer at the New York Paramount studio and is joining Fox as a vice-president.

After 2,000 Circuit Contracts

Four national booking deals are being negotiated by Radio Pictures which will net the company's coffers plenty of shekels on the new season's product. Charles Rosenzweig, vice-president in charge of sales, is dickering with Warner Brothers, Fox, Publix and RKO with consummation expected shortly.

More than 2,000 circuit theatres will play Radio's product when the deals are signed, it is said.

Nathanson May Be Behind New Toronto Co-op

TORONTO—That new Community Theatres buying combine which Oscar Hanson is directing seems fraught with possibilities here. While the new co-operative is starting rather unauspiciously with 14 theatres, it is said to have a broad perspective and ambitious plans for advancement and may even be the mysterious circuit referred to by N. L. Nathanson in the interview in which he declared there was a theatre string being organized in Canada to specialize in British films.

Hanson is here first as general manager of Gaumont's Canadian firm. In that capacity he will concentrate on Gaumont sales throughout the Dominion. Secondly, he is engaged in building up the Community co-operative which, he has indicated, may spread throughout Canada.

"BUY RIGHT—BUT BUY NOW"

Exhib Holds Key to Prosperity—Brandt

"The problem confronting the motion picture industry is what it can do to hasten the return of better business," says Joe Brandt, president of Columbia. "The conclusion is that however important a part the other branches of this industry may be able to play, in the final analysis, it is

(*Continued on page 2*)

Quick Release Warners' Plan For New Season

Quicker releasing is planned by Warners next year. The company as was explained recently by Jack Warner, sees no reason for holding a film after it is produced, because of the danger of fashion changing in the meantime.

General release of films throughout the country, rather than holding up films for pre-release runs is to be the company policy for the 1931-32 season. All films for next season will be recorded upon both film and disc.

"BUY RIGHT—BUT BUY NOW"

McGuirk Defendant In Color Film Suit

PHILADELPHIA—John J. McGuirk, former president of the Stanley Company of America, was named with eight other Philadelphians, including Charles Denby Jr., lawyer and son-in-law of U. S. Senator David A. Reed, and nephew of the late Edwin Denby, secretary of the Navy during the Harding Administration, as defendant in a $1,000,000 suit for damages for their alleged failure to proceed with the organization of a company for the manufacture of colored motion picture films.

The plaintiffs in the case are the

(*Continued on page 2*)

Horwitz Signs Peace Pact With Para. and Other Firms

HOUSTON—The glaring double life-sized signs aimed at the "Movie Hog" which decorated the Will Horwitz three subsequent run theatres for the past six months or more have suddenly disappeared in the wake of Horwitz's telegram from New York to the effect that an armistice with the major producing companies has been declared.

Horwitz's wire, released to local newspapers, declared he has booked the cream of the product of Paramount, Warners, Fox, United Artists, RKO Pathe, Columbia, and M-G-M, for showing in his theatres during the coming year.

Horwitz and Paramount-Publix waged a bitter fight in the Texas courts and the state legislature last winter over booking, the legislative

(*Continued on page 2*)

Comeback for Color Pictures Due This Year

Major Firms Getting Set On Schedule

Major companies are turning their attention to color films to a degree which presages a return of color during the 1931-32 season. The results obtained by Technicolor in development of its new so-called grainless process have given impetus to color pictures at the studios.

Radio pioneered with the new Technicolor process in its current picture, "The Runaround," and was so pleased with results that "Mom" was filmed in color. The company now is said to be planning Technicolor filming for "The Bird of Paradise," "Marcheta" and "Babes in Toyland."

Paramount is going in for color also and has signed a contract with Technicolor for eight pictures. In addition, Paramount Pictorial and a new series, "Beauty Secrets of Hollywood," are to be filmed in Technicolor in addition to sequences in forthcoming issues of Paramount News. Warners plan a minimum of four and are working with the new three-color process which will be introduced next year in a Warner pic-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

M-G-M Deals Still Pending in 'Philly'

PHILADELPHIA—While peace stories are beginning to drift through concerning the M-G-M-Stanley-Warner situation in Philadelphia, M-G-M seems to be actively engaged in this territory in finding a way "out," if negotiations fall through.

Several of the Philadalphia legitimate theatres have been mentioned as possibilities for a first run M-G-M house, while unconfirmed rumors in-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

MGM After New Crop Of Writing Blood

M-G-M is going in for new writing blood. Unknown authors with possibilities of development for requiremnts for picture work will be given an opportunity to show their worth.

Officials on the Coast have set aside a two-story structure to take care of submitted manuscripts where readers will be on the watch out for new authors. The only requirement needed

(*Continued on page 2*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 10, 1931 No. 60

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York."

All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Horwitz Signs Peace Pact With Companies

(*Continued from page* 1)

fight brought on by Horwitz's sponsorship of a state censorship law. Publix and other theatre men through their attorneys charge Horwitz's censorship views were insincere and inspired by pique over failure to secure bookings in accordance with his former 30 day protection for his subsequent run theatres. For many months he has run only Pathe, RKO, and independently produced films, his lobbies carrying the big "greed hog" figures grasping huge money bags, and captions explaining that the big companies were trying to smother him out because he would not raise prices.

His prices are 25 cents top at the Texan, and 15 cents top at the Iris and Ritz, and five cents for children all the time. All his theatres are sound equipped and air cooled.

"BUY RIGHT—BUT BUY NOW"

MGM Deals Still Pending in "Philly"

(*Continued from page* 1)

dicate that Metro has already broached the larger independent neighborhood theatres with plans for a long term contract on M-G-M products. It is still believed that even if Stanley-Warner and M-G-M come to terms, some of the M-G-M product will be exhibited independently in the territory.

"BUY RIGHT—BUT BUY NOW"

Good Films Crying Need, Seider Says

(*Continued from page* 1)

but there is a decided dearth of good pictures," he declared. "Pictures must not only be designed for the family trade but must be produced to appeal generally to all classes," he said.

"BUY RIGHT—BUT BUY NOW"

Marsh Due Today

Marian Marsh, Warner-First National player, arrives from the Coast today.

Vigilantes to Guard Houses In Chi Fight

(*Continued from page* 1)

brother of the union boss, Tom Maloy, as examiner of projectionists. This move indicates independents will reopen soon with non-union men and that they want Maloy replaced by someone who will be favorable to licensing of non-union applicants. W. A. Steffes, Allied leader who is here co-operating with Saperstein, advocates that exhibitors run their own machines when they reopen their houses.

The state's attorney's office also has asked the ouster of Maloy and the corporation counsel's opinion on the matter is reported ready for the mayor on his return to the city early next week.

Allied's counsel is asking the state's attorney to secure a conspiracy indictment against Tom Maloy, based on his enforcement of the two man in the booth edict, agreement for which the counsel says does not exist.

Nash & Ahern, said to be Al Capone's attorneys, are representing the union and threaten civil action against exhibitors for violation of the alleged two-man agreement.

"BUY RIGHT—BUT BUY NOW"

Exhib Holds Key to Prosperity—Brandt

(*Continued from page* 1)

the exhibitor who can do most towards hastening the return of better business," he says. "He is the keystone of th entire structure and his attitude towards remedying the situation depends upon his willingness to aid in hastening the return of prosperity."

Brandt believes that if the slogan "Buy Now—Spend Now" were adopted, it is inevitable that the rest of the community would fall in line with theatre owners and an immediate betterment of conditions would ensue.

"BUY RIGHT—BUT BUY NOW"

Quits Peerless

Charles Reed Jones has resigned as press representative of Peerless Productions.

Comeback for Color Pictures Due This Year

(*Continued from page* 1)

ture. Warners will go for musicals in color to a certain extent.

M-G-M is arranging for production in Technicolor of the postponed "March of Time" and is understood to be considering filming in color of "The Merry Widow," in addition to other pictures.

United Artists, whose "Whoopee" in Technicolor made a hit, and Universal, which has abstained from color since "The King of Jazz," both are considering new deals with the color firm.

Meanwhile a number of deals have been closed for Multicolor pictures and that company is continuing to expand its scope.

"BUY RIGHT—BUT BUY NOW"

MGM After New Crop Of Writing Blood

(*Continued from page* 1)

is that stories must have passed the approval of a magazine editor. Only printed matter is accepted since it is declared most amateur writings are too indefinite for value. All manuscripts will be given an equal chance for recognition.

Several new writers without screen experience have been added to the company's staff in the last year, practically all proving successful in the new field. Whether the new additions to the staff will be given contracts is as yet undecided. Many of the writers on the Coast are on a week-to-week salary basis.

"BUY RIGHT—BUT BUY NOW"

Completes Plans

Plans have been completed by John Harris, Warner Pittsburgh zone manager, for furnishing stage shows at the Stanley, Pittsburgh, starting Aug. 22. Joe Alton and Jerry Mayhall will have charge of the programs.

"BUY RIGHT—BUT BUY NOW"

Set Dagover's First

HOLLYWOOD—Lil Dagover's first for Warners will be "The Night Watch."

G. T. E. Hits New Low in Dull Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅜	7⅜	7⅜	.....	300
Eastman Kodak	135½	135½	135½	+ ¼	1,200
Fox Film "A"	13	12¼	13	.....	6,000
General Theatre Equip. new	2⅞	2½	2⅝	— ¼	10,700
Loew's Inc	45	44⅜	44¾	— ¼	1,700
Paramount Publix	23⅛	22¾	22⅞	+ ⅛	2,100
Pathe Exchange	1½	1⅜	1⅜	— ⅛	400
RKO	13½	13¼	13¼	— ⅛	1,400
Warner Bros.	7	7	7	.....	2,100

Curb Issues Slightly Off

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2¼	2¼	2¼	.....	1,100
General Theatre Equip. pfd.	4¼	3½	3½	— ⅝	6,500
Technicolor	6½	6½	6½	— ½	100
Trans Lux	4¾	4¾	4¾	.....	200

Bond List Irregular; P. P. Gains 1¼

	High	Low	Close	Net Change	Sales
General Theatre Equip 6s '40	20¼	19⅛	20	+1	64
Paramount F. L. 6s '47	86¼	86	86	—2	3
Paramount Publix 5½s, '50	77	76	77	+1¼	4
Pathe 7s '37 ww	93	92¾	93	+ ½	6
Warner Bros. 6s '39 wd	43⅝	43⅝	43⅝	— ⅛	13



Sam Katz for his analytical evaluation of new season product and the outlook for 1931-32

McGuirk Defendant In Color Film Suit

(*Continued from page* 1)

United Film Industries, Inc., of New York, which deals in the sale of colored film patents and processes, and Hans von Fraunhofer, a broker in the same businss.

The defendants, besides McGuirk and Denby, include Walter Eckhardt, Bernard R. Cohn, Abe Sablosky, Lewis Sablosky, Harry O. Schwalbe and Charles Segall. The defendants are declared by the plaintiffs, to have interested themselves in organizing a company in 1928, to be known as the Wolff-Heide Photo-Chemical Company for the exploitation of a color-film process, the manufacture of which was at that time invested in the Photochrome A-C., of Switzerland. The plaintiffs claim that after a stock interchange, the defendants secured control of the Photochrome Corporation, and then refused to go through with their negotiations to finance a new company with the result that the plaintiffs feel that they have suffered a $1,000,000 loss, for which claim they are asking legal indemnity.

"BUY RIGHT—BUT BUY NOW"

Buzz Barton Signs For Big 4 Series

HOLLYWOOD—Buzz Barton, juvenile player has been signed by Big 4 Film Corp. for a series of six westerns. Buzz, still in his teens, has already starred in more than 50 pictures. The Barton Westerns will be released one every other month, alternating with the Bob Custer pictures, giving the organization a western release every 30 days.

"BUY RIGHT—BUT BUY NOW"

Two More for Berman

HOLLYWOOD—Having completed the circuit of studio production activities with supervision of "Kisses by Command," Pandro Berman has been assigned to produce "Home Town Laughter" and "Other People's Business" (working title).

"BUY RIGHT—BUT BUY NOW"

Marrow Loses Son

George Marrow, operator of the Washington, lost his son Marvin, 8, who died from infantile paralysis.

"BUY RIGHT—BUT BUY NOW"

Gives Up Belmont

Henry Gluckman has given up the Belmont as a show window for German pictures. The theatre is now being operated by the owner.

It Made Most with Universal.

"Universal pictures over our circuit last year proved amongst our outstanding box office attractions. A larger percentage of the 20 pictures you released proved money makers than those received from any other company."

Sidney Meyer
Wolfson-Meyer Theatre Enterprises
Miami, Florida

"I place UNIVERSAL product among the leaders of the coming season after a very careful consideration of product that will be delivered from the various film producing companies for the coming 1931-32 season."

T. G. Herndon,
Cedar Grove Theatre,
Cedar Grove, La.

"Because of apparent box office value of Universal's 1931-32 product and because of the satisfactory service and excellent line-up of last year, I have contracted for the new service."

L. C. Lampo,
Arcade Theatre,
Patterson, La.

"The remarkable progress UNIVERSAL made during 1930-31 has been the talk of stockholders of this theatre. Very proud to show the different pictures during this season. Almost all of your productions played on a Saturday and Sunday."

J. Karp, Manager,
Cameo Theatre,
Syracuse, N. Y.

"I want to compliment Universal, particularly Mr. Laemmle, upon marvelous showing last year. It is my opinion Universal stood shoulder to shoulder with any producing company in the field."

Reuben Rosenblatt,
Lloyd's Theatres,
Menominee, Mich.

"We were no doubt among the first to place application for the new 1931-32 Universal line-up. We simply and willingly placed our faith in Universal on past performance."

Willis Jeani,
Buckhead Theatre,
Atlanta, Ga.

IDE WITH A WINNER



This advertisement is the seventh of a series on success in the picture industry

a builder of successes

MR. JOE BRANDT, *today president of Columbia Pictures Corporation, is a personfied proof that persistent effort, consistent cooperation and applied ability has brought constructive progress through all the breaks and vicissitudes of this vicissitudinous industry. He acquired stamina as a newspaper reporter, tenacity as a trade journal correspondent, and business acumen as a lawyer. He entered the picture business as private secretary to Carl Laemmle, then president of the Imp Co.—later the great factor in organizing the Universal. He earned new responsibilities year by year and became a power in Universal. Then years ago he saw a bigger destiny by carrying on the independent banner in conjunction with Harry and Jack Cohn by launching CBC Film Sales Company, which grew and blossomed into today's Columbia. Through his whole career Brandt has sold optimism and instilled confidence. His is a selling success.*

brisbane on the egg business

MR. ARTHUR BRISBANE, the eminent Hearst journalist, once immortally remarked that "the newspaperman is like a hen, he has to lay an entirely new egg every day." By which, of course, Mr. Brisbane meant to convey that yesterday's success in the busy labors of the press means nothing whatever toward lessening the responsibility for today and now. There are many parallels between publication and the picture business and this element of continuous and immediately contemporary responsibility is one of them.

Now is the time, and there is no other time but now, in the world of amusement. Yesterday's play date has been played and the books closed and that playdate gone forever. Today and now is the only time that real business can be done. The film sale not made today, like the half dollar that walks past the box office will not be back tomorrow, because tomorrow will have its own day of being now and its own business to take care of.

You can put wheat in an elevator. You can put apples in cold storage. You can put your fur coat in moth balls and you can put gold in the bank. But you can not store up human appetites, the impulse to buy, the desire for entertainment, here and now. The wishes and impulses on which the motion picture lives are born fresh every day and live that day only. They must be served here-and-now. Today's now will be gone tomorrow, and if you make a sale then it will be tomorrow's, because today's is not there any more.

The motion picture business just can not wait. That's why we have a selling season from May 1 to Nov. 1. It is the living moment of amusement in the lives of the impatient millions. The public is that way. It buys and spends as it goes and never knows there is any time but now—because there isn't. This business is as continuous as time, rent, interest, taxes and overhead. It never stops. And he who stops will see red, and gather nothing but a bouquet of ciphers for his buttonhole.

Now is the time to buy and sell. It's now, because yesterday is gone and tomorrow does not exist.

COLVIN BROWN
General Manager
Quigley Publications



MOTION PICTURE DAILY
MOTION PICTURE HERALD
THE HOLLYWOOD HERALD

'Squaw Man's' $19,000 Tops In Providence

Total $46,500 for 5 Theatres

PROVIDENCE—Loew's State and the Majestic went above par this week. The former had the world premiere of "The Squaw Man" and grossed $19,000, one grand to the good, while the Majestic with twin-features, "Night Nurse" and "Children of Dreams," put $12,500 into its coffers, $2,500 above par.

The other three houses took it on the chin and went under. RKO Victory took "Common Law" from sister house, RKO Albee, and was fortunate to gross $3,000, which is $3,500 below average. The Albee, however, was able to squeeze $7,500 out of "Dirigible," $1,500 under standard, while Paramount with an average of $10,000, grossed slightly under $4,500 with "Secret Call."

Estimated takings for the week ending August 6 and year-round weekly averages:

"THE SQUAW MAN" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $19,000. (Average, $18,000.)
"NIGHT NURSE" (Warners) and "CHILDREN OF DREAMS" (Warners)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $12,500. (Average, $10,000.)
"COMMON LAW" (RKO-Pathe)
RKO VICTORY—(1,600), 10c-50c, (2nd run), 7 days. **Gross:** $3,000. (Average, $6,500.)
"DIRIGIBLE" (Col.)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $7,500. (Average, $9,000.)
"SECRET CALL" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $4,500. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

$16,500 Best In Omaha for 'Common Law'

Total $31,850 for 4 Theatres

OMAHA—"The Common Law" was the big shot of last week at Omaha show shops and got $16,500 in its week at the Orpheum. That's $3,500 above the house average and was far and away the best showing of the week. Other houses were so-so.

Estimated takings for the week ending August 7 and year-round weekly averages:

"THE COMMON LAW" (RKO-Pathe)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Four acts RKO vaude. **Gross:** $16,500 (Average, $13,000.)
"THE MAGNIFICENT LIE" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $7,000 (Average, $7,000.)
"POLITICS" (M-G-M)
STATE—(1,200), (2nd run), 25c, 3 days. **Gross:** $650. (Average, $900.)
"ANNABELL'S AFFAIRS" (Fox)
STATE—(1,200), 25c, 2 days. **Gross:** $300. (Average, $600.)
"THE LADY WHO DARED" (Warners)
STATE—(1,200), 25c, 3 days, **Gross:** $900. (Average, $900.)
"CITY STREETS" (Para)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $3,500. (Average, $3,200.)
"THE FORBIDDEN ADVENTURE" (Para.)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $3,000. (Average, $2,500.)

"BUY NOW" SALES

ATLANTA—Arthur C. Bromberg Attractions has closed the following deals on Big 4 product: Sparks circuit, Jacksonville, Fla.; Ritz, Daytona Beach, Fla.; Moultrie, Moultrie, Ga.; Liberty, Atlanta; Royal, Samson, Ala.; Manavista, Chipley, Fla.; Rivoli, Douglas, Fla.; Savannah, Savannah, Ga.; Republic, Crest Falls, S. C.; Branwood, Greenville, S. C.; Welcome, China Grove, N. C.; Gem, Kingsport, Tenn.; Rosso, Plaquemine, La.; Jefferson, Marrerim, La., and the Harlequin, New Orleans.

PITTSBURGH—The four Mascot serials are going well in this territory, as attested by the deals signed by Alexander Film Service, Inc.

The following houses will show the chapter plays: Woodies, Pittsburgh; Olympic, Beechview, Pa.; Colonial, Bluefield, W. Va.; Bison, Brownsville, Pa.; Menlo, Charleroi, Pa.; Orpheum, Clarksburg, W. Va.; Crafton, Crafton, Pa.; Capitol, Clarion, Pa.; Hippodrome, Delbarton, W. Va.; Nelson, Fairmount, W. Va.; Capitol, Farrel, Pa.; Hazelwood, Hazelwood, Pa.; Mautes, Irwin, Pa.; Keystone, Keystone, W. Va.; Burt, Mannington, W. Va.

Lyric, McKeesport; Liberty, Midland, Pa.; Arcadia, Morgantown, W. Va.; Princess, Monongahela, Pa.; Princess, Mt. Halse, W. Va.; Grand, Mt. Pleasant, Pa.; Lyric, Oil City, Pa.; Model, Pittsburgh; Arcade, Pittsburgh; Century, Pittsburgh; McKee, Pittsburgh; Metropolitan, Pittsburgh; Palace, Pittsburgh; Rialto, Pittsburgh; Roosevelt, Pittsburgh; Center Square, Pittsburgh; Sheridan, Pittsburgh; Strand, Pittsburgh; Pasco, Punxsutawney, Pa.; Ritz, Rankin, Pa.; Lund, Sharon, Pa.; Paramount, Sharpsburg, Pa.; Perm, Uniontown; War, War, W. Va.; Cinderella, Williamstown, W. Va.; Regal, Wilkinsburg, Pa.

SAN FRANCISCO—Contracts for Monogram's product continue to pour in now that the "Buy Now—But Buy Right" movement has gained momentum here.

Following is a list of theatres and towns having already signed for the feature line-up: Belvedere, Pomona; Concord, Concord; Broadway, Burlingame; Orental, Long Beach; Brentwood, Brentwood; State, Ft. Bragg; State, Fortuna; Liberty, Eureka; California, Glendale; Capitol, Glendale; Globe, San Pedro; Avalon, Los Angeles; Imperial, Stockton; Broadway, Frisco; Mission, Ventura; Hunters, Elko, Nevada; Strand, Frisco; Sutter, Sacramento; Rubidaux, Riverside; Barton, San Pedro; Los Banos, Los Banos; Pajaro, Watsonville; Logan Heights, San Diego; Boulevard, Oxnard; El Camino, San Bruno; Wilshire, Santa Monica; Alvarado, Alvarado; Niles, Niles; Williams, Dinuba; State, Ukiah; New Rialto, Frisco; Hippodrome, Oakland; Majestic, Frisco; Walker's State, Santa Ana; Monterey, Monterey Park; Kearney, Frisco; Gayety, Los Angeles; Home, Long Beach; Roxie, Reno, Nevada; Quincy, Quincy, Calif.; Aztec, San Diego; Crystal, Salinas; El Cajon, El Cajon; Newman, Newman; Forum, San Diego.

DALLAS—The Jefferson Amusement Co. and East Theatres Co., operating 21 theatres, believe in "Buy Now—But Buy Right." Eleven Texas towns are covered in a deal with RKO-Pathe. The houses are: Beaumont—Jefferson, Liberty Tivoli; Port Arthur—Strand, Peoples, Pierce; Lufkin—Pines, Palace; Nacogdoches—Austin, Palace; Longview—Rembert, Strand; Jacksonville—Palace, Claire; Henderson—Palace, Strand; Marshall—Paramount, Palace, and the towns of Victoria, Kilgore and Orange.

CINCINNATI—Seven houses in the Cheesborough circuit will play RKO-Pathe pictures for the coming season. The houses are: Empress, Garden, Grandview, Hudson, Alhambra, Royal and Ogden in Columbus, and the Salem in Dayton.

WASHINGTON—Monogram's 28 features for the coming season have been contracted for by the following theatre owners in this territory:

Byrd, Norfolk; Cockade, Petersburg, Va.; Palace, Pocahontas, Va.; Victory, Saltville, Va.; McHenry, Baltimore; Colonial, Winchester; Ingomar, Alexandria, Va.; Y. M. C. A., Schoofield, Va.; Venus, S. Richmond; Blue Mouse, Washington; New, Tazewell, Va.; Lee, Pennington Gap, Va.; Virginia, St. Charles, Va.; Cumberland, Appalachia, Va.; Alamo, Washington; Strand, Washington; Eureka, Cluster, Baltimore; Strand, Covington, Va.; Lafayette, Baltimore; Rockbridge, Buena Vista, Va.; Criterion and Little, Washington; New, Easton, Md.; Hampden, Baltimore.

Marion, Marion, Va.; San Toy, Lonaconing, Md.; Academy, Lynchburg, Va.; Horn, Baltimore; Ulman's, Salisbury, Md.; Argonne, Bel Air, Md.; Broadway, Danville, Va.; National, Martinsville, Va.; Hippodrome, Richmond; M Street, Washington; Plaza, Baltimore; Amuzu, Big Stone Gap, Va.; Lyric, Norton, Va.; Mid-City, Jewel, Washington; Millwald, Wytheville, Va.; Roosevelt, Baltimore; Palace, Christiansville, Va.; Carey, Baltimore; Lafayette, Charlottesville, Va.; Bluebird, Richmond; Empress, Dunbar, Washington; Olney, Norfolk; Royal, Baltimore.

NEW HAVEN—Fisherman Brothers' circuit of six theatres have fallen in line with the "Buy Now—But Buy Right" campaign and has signed for RKO-Pathe product. The theatres involved are the Howard, Lawrence, Dixwell, Lyric and Apollo in New Haven and the Community at Fairfield.

"BUY RIGHT—BUT BUY NOW"

Gang Film Expert's Extradition Denied

ST. LOUIS—California's governor has refused to honor the requisition papers for the return to Missouri of Ray Renard, alleged former St. Louis gangster and employed recently as an assistant director of gang pictures because of his knowledge of crime from the inside. Renard had been convicted of a charge of carrying concealed weapons and sentenced to serve two years in the Missouri penitentiary several years ago. Later he aided the Federal government in convicting his former pals in a mail truck holdup. In the hearing before the California governor postal inspectors testified on behalf of Renard. The fact that President Coolidge had paroled him and later President Hoover gave him a complete pardon did much to decide the California hearing. So Ray, who is now married and father of two children, is free to continue his efforts to earn an honest living in California.

"BUY RIGHT—BUT BUY NOW"

Report Doyle Backing Australia Quota Law

LONDON—The British trade hears that Stuart F. Doyle of Union Theatres, Ltd., one of Australia's largest circuits, is behind movement of the Imperial Correspondence Club for a British quota in the island continent. The club claims a membership of 30,000.

"BUY RIGHT—BUT BUY NOW"

Gets "Way Down East"

Charles E. Moore, veteran Middle West distributor and showman, has taken over from A. Griffith Grey distribution of synchronized version of "Way Down East" in the Chicago, Milwaukee and Minneapolis territories.

"Politics" Is Seattle Lead With $15,000

Total $58,500 for 6 Theatres

SEATTLE—Reopening the Paramount, "Politics" scored big with $15,000, which was $3,000 above average. Other attractions hit about normal, with "The Magnificent Lie" below normal at the Fox Fifth Avenue, where it got just $11,000.

Estimated takings for the week ending August 7 and year-round weekly averages:

"MAN OF THE WORLD" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,500. (Average, $3,500.)
"THE SECRET CALL" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,500. (Average, $2,500.)
"THE MAGNIFICENT LIE" (Para.)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 7 days. **Gross:** $11,000. (Average, $12,000.)
"POLITICS" (M-G-M)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. **Gross:** $15,000. (Average, $12,000.)
"WAY OF ALL MEN" (F. N.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $7,000. (Average, $7,500.)
"BROADMINDED" (F. N.)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $6,500. (Average, $7,500.)
"THE COMMON LAW" (RKO-Pathe)
RKO ORPHEUM—(2,650), 25c-35c-50c-75c, 7 days. Vaudeville. **Gross:** $13,000. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

B. O. Nicked As Oklahoma City Sizzles

Total $21,300 for 4 Theatres

OKLAHOMA CITY — There was no smart money in evidence at any houses here last week, with the heat still at a record figure and swimming pools getting the business. Even a Ford drawing contest which gave the Criterion a record night couldn't push "The Public Defender" over the $7,000 mark. "Politics" bowed out on its second week with $4,700, which gave the film $13,700 for its two weeks.

Estimated takings for the week ending August 7 and year-round weekly averages:

"SVENGALI" (Warners)
MID-WEST — (1,500), 10c-25c-35c-50c, 7 days. Stage show. **Gross:** $5,600. (Average, $7,500.)
"THE PUBLIC DEFENDER" (Radio)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $7,000. (Average, $8,000.)
"POLITICS" (M-G-M)
CAPITOL—(1,200), 10c-25c-35c-50c, (2nd week), 7 days. **Gross:** $4,700. (Average for first week, $7,000.)
"SWEEPSTAKES" (Pathe)
LIBERTY—(1,500), 10c-25c-35c-50c, 7 days. Stage show. **Gross:** $5,200. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

Heads Music at Para.

Irvin Talbot, former head of the Paramount West Coast music department and later assistant at the Astoria studio, has been appointed musical director of the New York Paramount as part of its new policy of specially produced stage presentations.

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THE PRODUCTION REVIEW OF 1931

A COCKTAIL OF PRODUCTION INFORMATION
WORDS AND MUSIC BY STAFF OF FILM DAILY

JACK ALICOATE—Master of Ceremonies

❖

BEING THE 12TH YEARLY EDITION OF THE FILM DAILY DIRECTORS' ANNUAL AND PRODUCTION GUIDE

PROLOGUE ⋈ PART ONE

⋈ INTERMISSION ⋈

ADDED ATTRACTION ⋈ PART TWO

AN S. R. O. ATTRACTION FOR EVERY THEATER AND EXECUTIVE

$26,000 Take On "Politics" As Cleve. Boils

Total $107,500 for 6 Theatres

CLEVELAND — Marie Dressler and Polly Moran made whoopee all week at the Allen and when the tape was reached, the till showed a take of $26,000, which was $8,000 above average in terrific heat. Extra morning matinees were necessary to handle the crowds.

Phil Spitalny and Nick Lucas, sharing headline honors at the Palace with "Mother's Millions," enabled that house to climb to $25,000 or $2,000 above average. "The Great Lover," aided by Fred Waring, got $22,000 at Loew's State, also $2,000 above par.

Week ending Aug. 6:

"THE GREAT LOVER" (M-G-M)
STATE—(3,400), 30c-60c, 7 days. Fred Waring and Orchestra. **Gross:** $22,000. (Average $20,000.)

Week ending Aug. 7:

"POLITICS" (M-G-M)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $26,000. (Average, $18,000.)

"BOCKBIERFEST" (German)
ALHAMBRA—(1,400), 10c-50c, (evenings only), 7 days. **Gross:** $2,500. Average, $4,000.)

"DIRIGIBLE" (Columbia)
RKO HIPPODROME — (3,800), 25c-35c-75c, 7 days. **Gross:** $17,000. (Average, $15,000.)

"NIGHT NURSE" (Warners)
WARNER'S LAKE — (800), 40c-60c, 9 days. **Gross:** $15,000. (Average, $15,000.)

"MOTHER'S MILLIONS" (Univ.)
RKO PALACE — (3,100), 25c-35c-75c, 7 days. Stage show with Phil Spitalny and Nick Lucas. **Gross:** $25,000. (Average, $23,000.)

"BUY RIGHT—BUT BUY NOW"

'Common Law' Is Pacemaker For Houston

Total $28,400 for 4 Theatres

HOUSTON—Better figures on the right side of the ledger are not due to a sudden spurt but are indicative of a slow but sure box office comeback, the week's taking emphasizes. Not a theatre delved into the red and three drew above average business, helped by popular names. Constance Bennett in "The Common Law" made the best for the RKO Majestic with a gross of $8,000.

Estimated takings for the week ending August 6 and year-round weekly averages:

"MURDER BY THE CLOCK" (Para.)
KIRBY — (1,654), 25c-35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"PARDON US" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $7,700. (Average, $7,000.)

"NIGHT NURSE" (Warners)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $7,700. (Average, $7,000.)

"THE COMMON LAW" (RKO-Pathe)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

There Are Shorts and Shorts

CINCINNATI—Believe it or not, this actually happened.

An exhibitor from a small nearby town, evidently not versed in the terms and practices of Wall street, rushed into one of the local exchanges, all hot and bothered, and inquired what effect the New York situation would have on his future booking of shorts.

"What do you mean, New York situation?" asked the exchange manager.

Whereupon the exhibitor produced a newspaper clipping concerning Wall Street which read: "Some operators predict that many of the shorts will soon be out of the picture."

Mpls. Hot But "Politics" Is $27,500 Wow

Total $56,450 for 5 Theatres

MINNEAPOLIS—Battling another heat wave, "Politics" at the Minnesota showed real punch and grabbed off $27,500, which tops the house average by $7,500. Its only rival was "Dirigible" at the Orpheum, the air picture catching $16,800. The house average is $14,000. Other houses, except the State with "The Great Lover," found the going tough.

Estimated takings for the week ending August 7 and year-round weekly averages:

"NEVER THE TWAIN SHALL MEET" (M-G-M)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,400. (Average, $1,500.)

"WOMEN LOVE ONCE" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,000. (Average, $2,500.)

"POLITICS" (M-G-M)
MINNESOTA—(4,000), 30c-75c, 7 days. "Bessie, Veronica and Walker heading vaude. **Gross:** $27,500. (Average, $20,000.)

"DIRIGIBLE" (Col.)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Henry Bergman heading four acts. **Gross:** $16,800. (Average, $14,000.)

"THE GREAT LOVER" (M-G-M)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $8,750. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible" Soars in St. Paul's Heat

Total $33,400 for 4 Theatres

ST. PAUL—"Dirigible" had things pretty much its own way in torrid St. Paul, and its figure of $15,000, which is $3,000 above average, plus the $16,800 the picture got at the RKO Orpheum, Minneapolis, came close to a Twin City summer record. Business generally was good considering the heat.

Estimated takings for the week ending August 7 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $7,700. (Average, $7,500.)

"THE GREAT LOVER" (M-G-M)
RIVIERA—(1,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"DIRIGIBLE" (Col.)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Frank Richardson heading four acts. **Gross:** $15,000. (Average, $12,000.)

"I TAKE THIS WOMAN" (Para.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,700. (Average, $2,000.)

"Politics" a Buffalo Panic With $35,100

Total $84,700 for 5 Theatres

BUFFALO—The combination of Marie Dressler and Polly Moran on the screen in "Politics" and Wesley Eddy, popular former master of ceremonies at the theatre, in the stage show, enabled the Great Lakes to set a house record with $35,100.

Attendance was far greater than the gross indicates, as prices have been cut since the last high take. Cracking a house record in summer is something, but when business tops the year's best by more than $7,000, it's sensational. The picture battled heat and went to four shows daily, and still the S.R.O. sign was out all week.

Estimated takings for the week ending August 7 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
BUFFALO—(3,500), 30c-65c, 7 days, stage show. **Gross:** $20,600. (Average, $25,000.)

"THE GIRL HABIT" (Para.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $6,000. (Average, $12,000.)

"POLITICS" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Stage show with Wesley Eddy. **Gross:** $35,100. (Average, $22,500.)

"THE BLACK CAMEL" (Fox)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaude with Blanche Sweet. **Gross:** $16,200. (Average $20,000.)

"THE LAWLESS WOMAN"
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $6,800. (Average $12,000.)

"BUY RIGHT—BUT BUY NOW"

Weather Break Aids Charlotte To Better Par

Total $19,700 for 2 Theatres

CHARLOTTE—A slight let-up in the heat wave gave theatres a break with most houses grossing more than average. The leader was "Sporting Blood," which got $6,200 for three days.

"NIGHT NURSE" (Warners)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $3,500. (Average, $3,750.)

"THE VIRTUOUS HUSBAND" (Univ.)
BROADWAY—(1,167), 25c-35c-50c, 3 days. **Gross:** $4,000. (Average, $3,750).

"THE SMILING LIEUTENANT" (Para.)
CAROLINA — (1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"SPORTING BLOOD" (M-G-M)
CAROLINA — (1,441), 40c-50c, 3 days. **Gross:** $6,200. (Average, $5,500.)

$42,000 Goes To "Politics" At "Philly"

Total $130,750 for 8 Theatres

PHILADELPHIA—"Politics" led the town with $42,000 at the Mastbaum, with "The Smiling Lieutenant" and "The Public Defender" tied at $21,000 for fine weeks at Stanley and Earle respectively.

Estimated takings for the week ending August 6 and year-round weekly averages:

"I TAKE THIS WOMAN" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,750. (Average, $3,000.)

"THE PUBLIC DEFENDER" (Radio)
EARLE—(2,000), 25c-65c, 6 days. Vaude. **Gross:** $21,000. (Average, $18,000.)

"THE HOLY TERROR" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $22,500. (Average, $26,000.)

"THE WOMAN BETWEEN" (Radio)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $7,500. (Average, $15,000.)

"THE COMMON LAW" (RKO-Pathe)
KARLTON—(1,000), 40c-50c, (2nd run), 6 days. **Gross:** $6,000. (Average, $5,000.)

"POLITICS" (M-G-M)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $42,000. (Average, $40,000.)

"THE SMILING LIEUTENANT" (Para.)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $21,000. (Average, $18,000.)

"DIRIGIBLE" (Col.)
STANTON—(1,700), 25c-65c, 3 days. **Gross:** $4,500. (Average, for 6 days, $11,000.)

"MURDER BY THE CLOCK" (Para.)
STANTON—(1,700), 25c-65c, 3 days. **Gross:** $3,500. (Average, for 6 days, $11,000.)

"BUY RIGHT—BUT BUY NOW"

Haines Film Only One Near Par in Albany

Total $24,360 for 4 Theatres

ALBANY—"Bill" Haines has plenty of drawing power here, it was demonstrated this week when his "Just a Gigolo" brought the attendance figures at Harmanus Bleeker Hall to around $8,550 or within $1,500 of a normal week. And that is pretty good with the mercury in the nineties day after day and with many patrons away on vacation.

The last week has been a scorcher for Albany. The night that Haines opened the crowds were standing at the Hall before nine o'clock, even to the surprise of the management. This house did the best business of any for the week.

Estimated takings for the week ending August 6:

"JUST A GIGOLO" (M-G-M)
HARMANUS BLEEKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $8,550. (Average, $10,000.)

"SIX CYLINDER LOVE" (Fox)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $4,900. (Average, $6,000.)

"CONFESSIONS OF A CO-ED" (Para.)
RKO PROCTORS—(1,500), 25c-60c, 6 days. **Gross:** $5,100. (Average, $6,000.)

"UP FOR MURDER" (Univ.)
RITZ—(1,046), 25c-35c, 6 days. **Gross:** $3,860. (Average, $4,500.)

"DAMAGED LOVE" (Sono Art) and "THE VIKING" (Williams)
RITZ—(1,046), 25c-35c, 3 days. **Gross:** $1,950. (Average for three days, $2,250.)

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

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VOL. 30. NO. 61 NEW YORK, TUESDAY, AUGUST 11, 1931 TEN CENTS

No Quarter In Chi Fight, Exhibs Aver

U. S. Moves to Bring About a Settlement

CHICAGO—There will be no reopenings of any of Chicago's 107 dark theatres except with one operator, W. A. Steffes, here aiding Aaron Saperstein in the operator fight, declares as B. M. Marshman of the Federal Department of Labor and Prosecutor Charles Lounsbury sought to mediate with exhibitor and union representatives.

The prosecutor returned by air-

(*Continued on page 12*)

"BUY RIGHT—BUT BUY NOW"

New Suits Wait on M-G-M Contract Test

MINNEAPOLIS—Upon outcome of the case brought by M-G-M against George Carrisch, who operates the Mohawk, St. Paul, depends a number of other complaints M-G-M has pending. The Carrisch action is a test case to determine the enforceability of the contract.

Carrisch's attorney is Sam Halpern, former counsel for the Minneapolis Film Board. He is attacking the contract on charge of lack of mutual obligation. He says the contract binds Carrisch to specified obligations, while M-G-M makes no binding promise in the contract.

"BUY RIGHT—BUT BUY NOW"

Groves Progresses In Texas Clean-up

DALLAS—Considerable progress has been made by Harold Groves of the Copyright Protection Bureau in cleaning up complaints growing out of percentage showings and holdovers. A number of out of court settlements have been made but in other instances suits are to be filed. The bureau has been checking Texas complaints for several months.

"BUY RIGHT—BUT BUY NOW"

RKO Joins Midnight Foreign Film Parade

RKO is following Loew's and Warners in adopting midnight showing of foreign films, preferably German versions. The Jamaica has fallen in line as well as the A. H. Schwartz theatres, the Avalon in Brooklyn and the Sheepshead in Sheepshead Bay, booked by RKO.

Probing Pact

Minneapolis — Undercover agents of the Department of Justice are reported investigating an alleged secret agreement between exchangemen on classification of houses which charge ten cents after 6 P.M. Exchangemen here deny that any such agreement exists. The Northwest exhibitor unit has threatened to invoke the aid of Federal authorities in event the alleged agreement is found to exist.

Chatterton Status Not Determined

HOLLYWOOD—Despite conflicting reports, the status of Ruth Chatterton is not settled. Her Warner contract carries no assignment feature and no deal can be made without the consent of the star and her advisors and the latter have not been consulted.

The Warner contract gives Miss Chatterton absolute dictation on story, director, etc. It calls for payment to her of $675,000 for six pictures in two years. Her Paramount salary was $2,500 weekly.

"BUY RIGHT—BUT BUY NOW"

Lichtman Confirms Peace Pact with Fox

Final confirmation to the peace pact he negotiated on his trip to the Coast some weeks ago when the United Artists-West Coast Theatres feud was settled was made yesterday by Al Lichtman. More than 300 Fox theatres are to show the U. A. product, he said.

The two firms broke off relations several months ago when the United Artists members signed a proclama-

(*Continued on page 9*)

W. B.-F. N. TO FILM ONLY FOUR AT TIME

Schiller Sees Bright Future Due to Product

CLEVELAND — Optimism over the outlook for the industry was expressed here by Col. E. A. Schiller of Loew's during his visit here. Not only in Cleveland but everywhere the signs of improvement are decidedly noticeable.



E. A. Schiller

"I already have viewed more good pictures of the coming season's product than ever before in history."

Schiller said that effective September 1, the 11 local Loew theatres will comprise a divisional unit known as the Cleveland division. The duties of

(*Continued on page 9*)

"BUY RIGHT—BUT BUY NOW"

New Jersey Operator Break Is Expected

Possibility of renewal of contracts between New Jersey operators and exhibitors which expire September 1, is remote, opinion of several theatre owners indicates. Several attempts to get the unions to reduce the number of projectionists in the booth to one have failed with the result that exhibitors plan to break away from the

(*Continued on page 9*)

Studios to Be Reopened Sept. 8 With "Blind Spot" as First

Limiting production to units of four pictures is the new plan of Warner-First National to put more time and effort into its product for the 1931-32 season. At no time will more than four pictures be in work under the new system.

Warner-First National now has 12 pictures ready for filming. The first group of four will be started when the studios reopen September 8. The initial picture to get under way will be "Blind Spot" with James Cagney and Loretta Young.

Jack Warner, who is in England in connection with the company's plans to make a minimum of 15 pictures there next year, sails for New York August 30.

"BUY RIGHT—BUT BUY NOW"

Holds Poster Resale By Exhibitor Legal

ATLANTA—Sale of used posters by exhibitors is legal, R. H. Robinson of the Poster exchange here says his attorney has advised him. His attorney believes that a receipted invoice or C.O.D. payment constitutes outright sale of the posters to an exhibitor, thus becoming his property. The copyright law prevents reproduction of copyrighted material, but does not govern subsequent sales, Robinson's attorney contends.

Distributors, however, maintain that posters and other accessories are leased to the exhibitor and cannot be resold or subsequently leased.

"BUY RIGHT—BUT BUY NOW"

Optimism Returning, B. F. Lyon Asserts

VANCOUVER—B. F. Lyon, Canadian general manager of Vitagraph, Warner Bros., First National and Vitaphone Pictures, was in Vancouver this week, in the course of a tour embracing the whole of Canada and the greater part of the United States, during which he is making an intensive survey of business conditions.

He expresses the opinion that a genuine feeling of optimism is returning, this being more noticeable in Canada, where the current depression is less than in the United States.

Robinson's Chi Booking Cancelled After Threats

CHICAGO — Edward G. Robinson plays those gangster roles too well to suit local hoodlums, it is declared here, and his scheduled appearance at the Palace has been cancelled due to reported threatening messages received.

RKO has stated that the Robinson booking was cancelled because of re-routing of the First National player over RKO theatres in the East. However, the local rialto believes the gangster slant led Robinson to request a cancellation.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 11, 1931 No. 61

MARTIN QUIGLEY
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Brins Reopen 15c. House in Seattle

SEATTLE—The Third Avenue theatre (formerly the Follies, and prior to that the Pantages) has reopened after being dark for many months. Dave Brin, manager, announced a policy of second-run features, with changes four times weekly.

A new low price scale of 5, 10 and 15 cents is being inaugurated for the first time in the history of "uptown" second-run theatres in this vicinity. The house is being operated by interests allied with the L. K. Brin circuit of theatres in Wisconsin. L. K. formerly was associated with various film and theatre interests in this territory.

"BUY RIGHT—BUT BUY NOW"

Bushel of Wheat Price of Admission

CANTON, O.—Joe Calla, manager of the Strand and Valentine theatres, which are owned by A. P. Botzum, this week is accepting a bushel of wheat for admission to either house. One bushel of wheat goes for three adult admissions. Calla said he will have the wheat ground at a local mill and give it to the Salvation Army.

"BUY RIGHT—BUT BUY NOW"

Thumbs Down on Hagerst'n Carnivals

HAGERSTOWN, Md.—There will be no opposition to picture theaters here from carnivals during the summer season hereafter. Upon a recommendation from the Police Department, the city officials have announced that they will not issue any more permits to carnivals to operate. Alleged gambling is the cause.

"BUY RIGHT—BUT BUY NOW"

New Knoxville Firm

KNOXVILLE, TENN.—Gay Theatre Corp. has been incorporated with a capital stock of $5,000 by J. B. Corkland, George L. Denton, Beulah Denton and Mary Corkland.

Off the Record

HE'S a big gun in the production end of one of the major companies. He owns 30,000 shares of stock in the firm he works with and has taken a loss of more than $750,000. That, it is said, is one of the reasons he was singled out to stay when officials decided to eliminate one of the production executives.

●

What big shot in the theatre field is very much on the spot?

●

Fox is disturbed over a Coast report that Zane Grey's "The Riders of the Purple Sage" has been shelved. Studio officials regard it as one of their best westerns and emphatically deny the shelving allegation.

●

Something of an indictment of available product is reflected in the fact that Joe Fisher, of Singapore, has been in New York about a month buying product and hasn't yet been able to fill 25 per cent of his needs. Joe was sorry to see decline of musicals as they made a big hit in Singapore.

●

The Skouras brothers, Spyros, Charles and George, certainly are being 24-sheeted these days in St. Louis in connection with the receivership actions brought by minority stockholders against Skouras Enterprises and the St. Louis Amusement Co. Both plaintiffs and defendants have shown they have a high regard for the showmanship ability of the Skourases. The plaintiffs have made much of the fact that their concerns were deprived of the services of the brothers, while Warners are said to have paid Spyros alone $300,000 for two years' work.

●

One big theatre firm is said to have hit upon a new method of preserving its cash on hand. This is a month's stall on rent at its various theatres and the figures run plenty high. Another firm is starting to trim its office force trying to raise enough cash to pay its office rent.

Awaits Building O. K.

VALLEJO, Cal.—Approval of the city council is being awaited here before starting construction of the new United Artists, which is expected to be completed in five months' time. Walker, Eisen & Balch are the architects, and the Beller Construction Co. of San Francisco the builders.

Loses Part of Smile

RICHMOND—"The Smiling Lieutenant" was not altogether as debonair as his name would indicate after "he" passed muster in the projection room of the state censors. The Paramount picture was shorn of some of its dialogue and two cuts were made in it before it was licensed to be shown in Virginia.

Entire Stock List Declines

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅜	7⅛	7⅛	— ¼	400
Consolidated Film Industries pfd	14¼	14¼	14¼	— ⅛	100
Eastman Kodak	134¾	133	134	—1½	3,400
Fox Film "A"	12⅞	11⅞	12⅜	— ⅝	24,900
General Theatre Equipment new	2¼	2⅛	2⅛	— ½	23,100
Loew's, Inc.	44⅞	44½	44½	— ¼	2,400
Loew's, Inc., pfd	92	92	92	— ⅛	300
Paramount Publix	23	22½	22¾	— ⅛	2,500
Pathe Exchange	1⅜	1⅜	1⅜	.....	100
Pathe Exchange "A"	5½	5½	5½	— ¼	500
RKO	13¾	13	13¾	+ ⅛	4,300
Warner Bros.	7	6⅞	7	.....	1,900

Curb Issues Dull

	High	Low	Close	Net Change	Sales
Columbia Pictures	10	10	10	.....	100
Fox Theatres "A"	2⅝	2⅛	2⅛	— ⅛	2,100
General Theatre Equipment pfd	3⅝	3⅛	3½	.....	5,500
Sentry Safety Control	¾	¾	¾	.....	100
Technicolor	6½	6½	6½	.....	100
Trans Lux	5	4⅞	5	+ ¼	500

Bonds Irregular; P. F. L. Gains 1

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	20	18¼	19⅞	— ⅛	15
Keith B. F. 6s '46	67	67	67	.....	1
Loew's 6s '41 ex war	98	97⅜	97⅜	— ⅜	8
Paramount F. L. 6s '47	87	85¼	87	+1	10
Paramount Publix 5½s, '50	78½	76½	76½	— ½	1
Pathe 7s '37 ww	92¼	92¼	92¼	.....	1
Warner Bros. 6s '39 wd	44⅛	43⅝	44⅛	+ ½	14

Give a ... to ...

"Mike" Comerford on his decision to reenter the field as an independent exhibitor on a large scale.

Rap Pa. Blue Laws As Depression Cause

PHILADELPHIA—Pennsylvania's blue laws took the "rap" as a prime cause for Philadelphia's industrial depression in a report submitted recently by the Northeast Chamber of Commerce. The chamber canvassed manufacturers and workers in the northeast section of the city, where the textile and other industries are centered, with a questionnaire regarding causes for the business slump. The three main reasons why industrial firms are leaving the city and why conditions were bad were quoted as the closed Sunday, lack of interest by the city government and labor difficulties.

"BUY RIGHT—BUT BUY NOW"

Night Court Bucks San Antonio Houses

SAN ANTONIO—Now it's the night court that's stepping in as a competitor to the picture houses.

In Harlandale, a suburb, Justice of the Peace E. H. Talbert is holding court every Tuesday and Friday nights. The suburb is made up mostly of workers who are busy during the day.

So popular has the night court proved as an attraction to Harlandale families that the courtroom is crowded every night court is held, while a nearby film house is empty.

Efforts are being made by the operators of the theatre to induce the court to eliminate night sessions.

"BUY RIGHT—BUT BUY NOW"

Ask Television Okay

CINCINNATI—The Crosley Radio Corp., operating WLW, a 50,000-watt station, and WSAI, a weaker station, plans to erect a visual broadcasting station for which application for a wave band has been filed with the Federal Radio Commission.

If the application is granted, the new station would be used for experimental purposes for the present.

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Paramount to Pay Dividend Of 2½% Stock

Because, according to Adolph Zukor Paramount anticipates that the balance aggregating $11,500,000 of its commitments on stock exchanged in theatre deals will be called for by vendors of these theatres, Paramount directors yesterday elected to pay the quarterly dividend in stock, voting a 2½ per cent stock dividend equal to one-fortieth of a share of common for each share held. It is payable September 30 to stockholders of record September 4.

In commenting upon the action of the board, Adolph Zukor said:

"The earnings of Paramount Publix Corporation for the first six months of the present year are conservatively figured (partly estimated) at $5,700,000, being equal to $1.82 per share on the stock now outstanding. The records of the company show that during the last eight years the company has averaged approximately 40 per cent of its annual net income in the first six months of the year, and 60 per cent in the second six months.

"The company's consolidated cash balance on June 30th, 1931, is calculated at about $8,400,000. Bank loans outstanding at the same date were $5,000,000.

"Ordinarily, therefore, no question would arise as to the continuance of cash dividends on the stock, as long as the ratio of current assets to current liabilities is, as it is now calculated to be, not below two to one and the ratio of tangible assets to indebtedness remained at least 1½ to 1, the maintenance of which ratios is required by the indentures securing the 5½ per cent and 6 per cent bonds of the company, as a condition for the payment of cash dividends. Consideration must be given, however, in the spirit of due conservatism, to the following circumstances:

"Some time ago the company purchased certain theatres and other assets which it then believed, and still believes, to be valuable acquisitions, obtained at a fair and reasonable figure. At the time these purchases were effected, payment was made in Paramount Publix stock, with the right, however, to the vendors, within a certain time, to exchange such stock for cash at a price which would realize an amount which was not in excess of what the company did and still does consider a fair price for those theatres and other assets. Naturally, with the change in market conditions that has since supervened, it is more advantageous to the vendors to take cash at the figure agreed upon rather than stock. A certain portion of the total amount involved in this transaction has already been called for by the vendors and paid out of current cash resources prior to June 30th. As to the balance, aggregating approximately $11,500,000, it must be expected that a similar course will be pursued by the vendors.

"It should be understood that these transactions simply mean that the company is paying cash instead of stock, for the assets acquired. Normally, the capital expenditures thus called for would be met on the part of the company by the sale of securities to the public, but, in view of prevailing market conditions, it is not considered an appropriate course or in the best interest of its shareholders to dispose of either stock or long term obligations at this time.

"The company believes it to be in line with sound and tested business policy and with the most effective preservation of its credit and financial strength, to meet the payments which, as above stated, are anticipated within the next six months, but the use of its current earnings, and, to such extent as may be required, by availing itself of its credit lines which are more than ample for the purpose.

"I am convinced that this course of procedure is the one best calculated to promote the interests both of the company and of its stockholders. My associates in the management of the company, as well as its board of directors and its bankers, are unanimous in sharing and supporting that view."

"Night Life in Reno"

(Artclass)

WEISS BROTHERS' Artclass makes a good start for its new season with "Night Life in Reno." The picture is a peep behind the scenes of America's divorce mill. The story has a number of punch angles and the cast is capable. A wife flees to Reno after catching her husband in the apartment of a girl friend. Hubby, penitent, follows after. But the wife is unrelenting and lets her husband know she is stepping out, in fact he accidentally lands on the same party at which wifey is with another man. The latter is murdered and suspicion falls on the wife, whereupon hubby shoulders the blame until the real murderess confesses. This has good exploitation possibilities.

HYNES

Nancy Carroll Walks Out on New Picture

HOLLYWOOD—Nancy Carroll has refused the role assigned her in "The Man I Killed" and wants to know what plans Paramount has for her future. The star and company are reported as having had difficulties since "Night Angel."

The company's option is up in 60 days and she is angered over the type of stories she has been getting, particularly her last picture, "Personal Maid." Nancy is concerned chiefly over suitable stories for her.

"BUY RIGHT—BUT BUY NOW"

Fitzgibbon Recovers

TORONTO—J. J. Fitzgibbon, director of operations, Famous Players Canadian Corp., has recovered from a serious operation in a local hospital, and will shortly resume his duties. James Lynch, manager of the Tivoli, Toronto, also underwent an operation a few days ago after a lengthy illness and his condition is fair.

The hospital list includes Manager Joe Franklin of the Capitol, Ottawa, who has been a patient for some time. Following operations in New York City, Franklin is recuperating in the Ottawa Civic Hospital.

"BUY RIGHT—BUT BUY NOW"

"Street Scene" Dated

"Street Scene," Elmer Rice's Pulitzer's Prize play of 1929, with Sylvia Sidney, Buster Collier and Estelle Taylor heading a cast of 45, will have its premiere at the Rivoli, New York. It was previously announced that Ronald Colman's latest picture, "The Unholy Garden" would open on Aug. 27th but due to necessary retakes on the film, will be postponed until after the run of "Street Scene."

"BUY RIGHT—BUT BUY NOW"

82 in Newsreel Combine

Another newspaper has joined the list of those already sponsoring the Graham McNamee-Universal Newsreel, with the addition yesterday of the *Meriden Record* of Meriden, Connecticut. This brings the total of papers cooperating with Universal in this way, to 82.

Current Films Are Best Ever, Says Rogers

HOLLYWOOD—Motion picture entertainment today is the best it ever has been and problems confronting the film industry are the result of general world-trade conditions rather than inferior product or inefficient management.

That is the answer of Charles R. Rogers, production head of RKO-Pathe, to those following the current popular pastime of listing what is wrong with the picture business.

"The screen industry is meeting the present depression with consistently good product and will emerge from the trying period with flying colors," he declared. "Due to the pessimistic spirit of the time, we hear too much about bad product and too little attention is paid to the good. What the world needs probably more than anything else is to quit thinking of its ills and start looking on the bright side of things.

"So far as pictures are concerned, better entertainment is being offered right now than ever before. The discriminating shopper in the metropolitan districts can see a different good picture at least four nights a week and still not view all the films of proven quality playing his or her city.

"The general cry for good pictures is being answered with such productions as 'Cimarron,' 'The Common Law,' 'The Millionaire,' 'Min and Bill,' 'Sweepstakes,' 'Dirigible,' 'The Mad Genius,' 'Daddy Long Legs,' 'Millie,' 'Seed,' 'Skippy,' 'The Front Page,' 'Rebound,' 'Smart Money,' 'The Smiling Lieutenant,' 'Dracula,' 'A Free Soul' and 'Devotion.' Those are only a few of the many good current or comparatively recent outstanding pictures. Selected at random they include the product of every major studio and represent an amazing variety of entertainment."

Rogers went on to say that due to the great number of pictures required to entertain the world, all cannot be sensations.

"The percentage of good product is amazingly high when compared with the record of the stage, or the general average of radio entertainment, however," he declared, "it is considered a good percentage when six stage plays out of a hundred strike the public fancy and succeed. If the film business should reach the point where only sixty pictures out of a hundred are good entertainment then there would be just cause for complaint about inferior product. That time has not come and I predict it never will."

Many factors contribute to making pictures better today than they ever have been before, the producer explained. The screen has the best artists of its history and more of them. It has attracted the world's finest story creative minds and is drawing upon all literature for its material. Technical developments have advanced sound recording and photographic flexibility to a tremendous extent, while artists and directors now know the talking picture medium.

"Those who cry for 'the good old days' of silent pictures should see one of those films for which they pine," he concluded. "They will realize then just how far screen entertainment has advanced."

"Possession" Is Montreal Star at B. O.

Total $18,600 for 6 Theatres

MONTREAL—Some improvement in theatre grosses was noted in Montreal during the first week of August, with Loew's being the only one to show an off-shade as compared with recent weeks. The tourist trade was at its height, but the visitors are not spending like they did in previous years. The Palace went into the lead with Robert Montgomery's "The Man in Possession," the count here being $12,500.

The Capitol was next in line with a brace of good ones, "Chances" and "Broadminded," the latter starring Joe Brown, this house registering an even $10,000 on low admission prices. "Everything's Rosy" and vaudeville accounted for $9,800 at Loew's, which was only fair. The Princess came along a little stronger at $8,500 with "Lover Come Back," which had feminine appeal. The Imperial had a combination of British and American features which brought a fair $4,000, the attractions being "Night Birds" and "Soldiers and Women." Considerable mercury was shown by the thermometers.

Estimated takings for the week ending August 7 and year-round weekly averages:

"CHANCES" (F. N.) and "BROADMINDED" (F. N.)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"NIGHT BIRDS" (British) and "SOLDIERS AND WOMEN" (Warners)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $4,000. (Average, $5,100.)

"EVERYTHING'S ROSY" (Radio)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $9,800. (Average, $13,000.)

"THE MAN IN POSSESSION" (M-G-M)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,500. (Average, $14,000.)

"LOVER COME BACK" (Col.)
PRINCESS—(2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $8,500. (Average, $13,000.)

"SVENGALI" (Warners) and "PARTY HUSBAND" (F. N.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,800. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Sears Consummates Middle West Deals

Gradwell L. Sears, Western general sales manager of Warners-First National reported yesterday the closing of several deals involving the showing of all the product of his companies, for the new season in Missouri and Kansas.

Sears, who has just returned from a trip through the Middle West, closed with the Publix-Dubinsky circuit with headquarters in Kansas City. By virtue of this contract Warners and First National pictures will be shown in the first-run houses of Kansas City, St. Joseph, Jefferson City, Leavenworth, Fulton, Joplin and Springfield, Mo.

Contracts were also closed for the showing of the entire Warners-First National product with the Glen Dickinson theatres, the M. B. Schanberg circuit, the Rhoden circuit and the Southern Illinois Fox Theatres, the latter represented in the negotiations by L. J. McCarthy.

Here's another



COLUMBIA PICTURES

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A JOHN FRANCIS DILLON PRODUCTION

ndable COLUMBIA!

"Lieutenant" Wows Frisco With $32,000

Total $155,000 for 8 Theatres

SAN FRANCISCO—Sensational business was done last week by "The Smiling Lieutenant" at the Paramount, the picture getting $32,000 on the week. This is an all-time record for the house. Other theatres held up well.

Estimated takings for the week ending August 4 and year-round weekly averages:

Week ending Aug. 4:

"TRADER HORN" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band; stage revue. **Gross:** $14,000. (Average, $13,000.)

"YOUNG AS YOU FEEL" (Fox)
FOX—(4,600), 35c-60c, 7 days. F. & M. stage revue; Walt Roesner concert; Ben Bard in person. **Gross:** $45,000. (Average, $34,000.)

"BROADMINDED" (F. N.)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Four acts RKO vaudeville. **Gross:** $15,000. (Average, $15,000.)

"COMMON LAW" (RKO Pathe)
ORPHEUM—(3,000), 25c-35c-50c, 7 days, second week. **Gross:** $10,000. (Average, $12,000.)

"THE GREAT LOVER" (M-G-M)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $20,000. (Average, $21,000.)

"ONE HEAVENLY NIGHT" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days. **Gross:** $10,000. (Average, $11,000.)

Week ending Aug. 6:

"SMILING LIEUTENANT" (Para.)
PARAMOUNT—(2,740), 25c-35c-50c, 7 days. Jess Stafford's band. **Gross:** $32,000. (Average, $19,000.)

Week ending Aug. 8:

"NIGHT NURSE" (Warners)
WARNER BROS.—(1,385), 35c-50c, 8 days, third week. Bobby Jones golf; Adventures in Africa. **Gross:** $9,000. (Average, $10,500.)

"BUY RIGHT—BUT BUY NOW"

Joe E. Brown Big B. O. Bet In Milwaukee

Total $67,800 for 6 Theatres

MILWAUKEE—The big event of the week was the personal appearance of Joe E. Brown at the Warner theatre. Apparently this star is a big hit here for he was good for $16,800 at the box office. "The Public Defender" and a good vaudeville bill at the RKO Riverside clicked for $14,200, while "The Man in Possession" did a good business at $14,000 at Fox's Wisconsin.

"Politics" enjoyed a good week at the Strand doing $7,200. After four rather quiet days of "Ladies in Love" at the Garden, this picture gave way to the sound revival of "The Birth of a Nation." "Up for Murder" hit an $8,000 average at the Alhambra.

Estimated takings for the week ending August 7 and year-round weekly averages:

"UP FOR MURDER" (Univ.)
ALHAMBRA—(2,600), 25c-35c-50c-60c, 7 days. **Gross:** $8,000. (Average, $8,000.)

"LADIES IN LOVE" (Chesterfield)
GARDEN—(1,150), 25c-35c-50c-60c, 4 days. **Gross:** $4,200. (Average for week, $10,000.)

"THE BIRTH OF A NATION" (A. Griffith Grey)
GARDEN—(1,150), 25c-35c-50c-60c, 3 days. **Gross:** $3,400. (Average for week, $10,000.)

"THE PUBLIC DEFENDER" (Radio)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. Vaudeville. **Gross:** $14,200. (Average, $13,000.)

"POLITICS" (M-G-M)
STRAND—(1,406), 25c-35c-50c-60c, 7 days. **Gross:** $7,200. (Average, $6,500.)

"THE LADY WHO DARED" (F. N.)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. Joe E. Brown in person. **Gross:** $16,800.

"THE MAN IN POSSESSION" (M-G-M)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. Fanchon & Marco Idea. **Gross:** $14,000. (Average, $13,000.)

$20,500 Gross For 'Sporting Blood' at Balto

Total $70,200 for 7 Theatres

BALTIMORE—Backed by large slices of a national advertising campaign in newspapers here and special publicity stunts, "Sporting Blood" and "Politics" went over big at Loew's Century and Stanley.

"Sporting Blood" was on the same program with the Loew Capitol stage unit "Stardust" and the gross was about $1,500 more than the normal, while "Politics," with those two Baltimore favorites, Marie Dressler and Polly Moran, backed up by Roscoe Ates, who is rapidly gaining a big following here, went into the near record class for that house with the huge gross of about $27,000, or nearly ten grand above normal.

Figure that out with the heat and humidity terrific, and you're a mathematician.

At the other refrigerated houses, the New with "The Woman Between" and the Loew's Valencia with "The Reckless Hour," business was fair at the first and above normal at the second. "The Public Defender" did well at Keith's.

Estimated takings for the week ending August 6, and year-round weekly averages:

"THE PUBLIC DEFENDER" (Radio)
KEITH'S—(2,500), 25c-50c, 6 days, plus a Sunday midnight performance. **Gross:** $6,400. (Average, $5,500.)

Week ending August 8:

"SPORTING BLOOD" (M-G-M)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew Capitol stage unit. "Stardust." orchestra. **Gross:** $20,500. (Average, $19,000.)

"SON OF INDIA" (M-G-M)
(Shown uptown after one week at Loew's Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $3,400. (Average, $3,500.)

"POLITICS" (M-G-M)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $27,000. (Average, $17,500.)

"THE RECKLESS HOUR" (F. N.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,100. (Average, $2,800.)

"THE WOMAN BETWEEN" (Radio)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $6,500. (Average, $8,000.)

"QUICK MILLIONS" (Fox)
WARNERS' METROPOLITAN—(1,700), 6 days. **Gross:** $3,300. (Average, $4,500.)

"BUY RIGHT—BUT BUY NOW"

Airdome Held Up

ST. LOUIS—A young bandit stuck up the box office of the Kirkwood Airdrome, Kirkwood, Mo., and escaped with $91 after exchanging shots with two patrolmen. He made his getaway in an automobile.

Need Comedy

CINCINNATI—Says the *Cincinnati Post*, local afternoon daily: "What this country needs more than a good five-cent cigar is a good two-reel comedy."

"Possession" Leads Ottawa With $5,600

Total $15,450 for 4 Theatres

OTTAWA—Two theatres of the Canadian Capital obtained a real break during the past week while the others showed fair summer averages. The observance of Monday, August 3, as Civic Holiday helped in the matter of attendance, although many Government employes had to put in a full day's work because Parliament was still sitting. The Regent came across with a splendid gross of $5,600 on "The Man in Possession," this total being above the year's average.

The Centre also exceeded par at $4,900 on "Dirigible," thanks to good exploitation. Toy balloons were given to all juvenile patrons on both Saturday and the holiday and family crowds packed the Centre both days. It looked like old times to see the standing crowds here. The Imperial had a fair week with "The Girl Habit." The big Capitol Theatre, formerly Keith's, was due to reopen August 1, but the decorators won't be finished until August 15, according to the latest word. The weather was just plain hot.

Estimated takings for the week ending August 7 and year-round averages:

"DAYBREAK" (M-G-M)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $950. (Average, $1,300.)

"SVENGALI" (Warners)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,100. (Average, $1,300.)

"DIRIGIBLE" (Col.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $4,900. (Average. $4,600.)

"THE GIRL HABIT" (Para.)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $2,800. (Average, $3,000.)

"THE MAN IN POSSESSION" (M-G-M)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,600. (Average, $5,400.)

"BUY RIGHT—BUT BUY NOW"

Charter N. C. Firm

WINSTON-SALEM, N. C.—A new corporation to be known as the Carolina Hotel and Theatre Co. has been granted a charter here. The incorporators are Owen Moon, W. K. Hopt and A. H. Galloway. The authorized capital consists of 1,000 shares of no par value common stock.

The company is authorized to buy, lease and operate lands and buildings for theatre, hotel, apartment house and for other business enterprises, and to carry on the business of theatrical proprietors, caterers for public entertainment, concerts, ballets, motion pictures, vaudeville and other variety entertainments.

"BUY RIGHT—BUT BUY NOW"

Pichel in New York

Irving Pichel, former leader in the Little Theatre movement of California and the Middle West, has returned to New York for his first visit in nine years.

"Magnificent Lie" Tops Fine Toronto Week

Total $58,500 for 5 Theatres

TORONTO—What with people getting back from annual vacations somewhat ahead of usual schedule, theatres experienced the first streaks of a business comeback during the first week in August, quite a bit ahead of the yearly revival Monday was also observed as Civic Holiday and this helped. It was a fair week all around, with "The Magnificent Lie" heading the parade at the Imperial at $15,000, a Publix stage unit helping Ruth Chatterton in this draw.

"Gold Dust Gertie" and attractive vaudeville drew good crowds to Shea's which registered $12,500 on the week. "The Man in Possession" gave Loew's a better week than recent average at $11,500. "Tabu" at the Tivoli meant $10,000, with the appeal rather restricted to those who like the native romances. The public would have preferred "Tabu" doing its own talking instead of the added voice, according to gossip. "Dirigible" brought better crowds to the Uptown, but they were juveniles to a substantial extent and $9,500 was the gross. The weather was still plenty warm.

Estimated takings for the week ending August 7 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage show. **Gross:** $15,000. (Average, $16,000.)

"THE MAN IN POSSESSION" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $11,500. (Average, $15,000.)

"GOLD DUST GERTIE" (Warners)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts. **Gross:** $12,500. (Average, $13,000.)

"TABU" (Para.)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $10,000. (Average, $12,500.)

"DIRIGIBLE" (Col.)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $9,500. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Shows Okay, But Ice On Sunday Illegal

WAUCHULA, Fla.—Voters of this city decided sometime ago in favor of Sunday films and baseball and so the mayor had to permit them, but as there was nothing said about the delivery of ice on Sunday in the election, the mayor has turned thumbs down on Sunday ice. Of course, being a good fellow, he will not make any objection to work going to the ice house on Sunday, but deliveries are forbidden.

"BUY RIGHT—BUT BUY NOW"

Two File Charters

DOVER, Del.—Charters were filed here by:

U. A. South Amercian Corporation, to deal in motion pictures, 1,000 shares, no par value. Represented by C. S. Peabbles, L. E. Gray and H. H. Snow, of Wilmington, Del.

Continental Television Corporation, to broadcast theatrical plays, dramas, etc., 600,000 shares, no par value. Represented by Robert A. Van Voorhis, of Belleville, N. J.; R. H. Toothe, of Brooklyn, N. Y., and A. M. Docken, of Hoboken, N. J.

it knows all the answers

What a book it is! Nearly five hundred pages crammed with facts! The answer to virtually every question that anybody can ask about the motion picture business. Every alert person in the business should have it at his elbow. It will prove invaluable to exhibitors in conducting community contests. It will prove priceless to exchange managers and salesmen.

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MOTION PICTURE ALMANAC

A QUIGLEY PUBLICATION

"Five and Ten" $24,087 for "Cincy" Lead

Total $68,794 for 7 Theatres

CINCINNATI—Collectively, returns last week were approximately three per cent under the previous seven days. From standpoint of total averages, business was off from about five per cent. The combination of "Five and Ten" and Harriet Hoctor, dancer, gave the RKO Albee $2,087 more than normal on an intake of $24,087, putting this house at the head of the procession, which, of late, has been the rule rather than the exception.

However, among the straight picture houses, the RKO Palace went over the top by $1,564 with "The Man in Possession," the Montgomery feature grossing $15,564.

The RKO Strand and Family, in the lower admission class, both slightly exceeded their established quotas, but the RKO Capitol touched a new low of $8,551 with "Hush Money." The same is true of Keith's, where "Big Business Girl" garnered only $3,450. The slump in the Capitol receipts cannot be accounted for. It is probably just another one of those conditions peculiar to the show business. Keith's is not refrigerated.

Estimated takings for the week ending August 7 and year-round weekly averages:

"BIG BUSINESS GIRL" (F. N.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $3,450. (Average, $4,500.)

"FIVE AND TEN" (M-G-M)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville with Harriet Hoctor in person headlined. **Gross:** $24,087. (Average, $22,000.)

"HUSH MONEY" (Fox)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $8,551. (Average, $13,000.)

"THE NIGHT ANGEL" (Para.)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days, second run. **Gross:** $2,443. (Average, $1,950.)

"DANCING DYNAMITE" (Independent)
RKO FAMILY—(1,140), 20c-25c-35c, 3 days. **Gross:** $1,315. (Average, $1,050.)

"A WOMAN OF EXPERIENCE" (RKO Pathe)
RKO LYRIC—(1,400), 30c-50c, 7 days, plus Saturday midnight show. **Gross:** $9,233. (Average, $12,000.)

"THE MAN IN POSSESSION" (M-G-M)
RKO PALACE—(2,700), 30c-50c, 7 days, plus Saturday midnight show. **Gross:** $15,564. (Average, $14,000.)

"QUICK MILLIONS" (Fox)
RKO STRAND—(1,350), 25c-40c, 7 days. **Gross:** $4,151. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

A. Q. Nilsson Ready For Screen Comeback

HOLLYWOOD—Anna Q. Nilsson, who has been absent from the screen since she was thrown from a horse three years ago, is planning a comeback. She returned yesterday from a six months' trip to Sweden and her manager, Fred Fralick, says that contracts await her. The injuries sustained by Miss Nilsson kept her in a plaster cast for more than a year.

"BUY RIGHT—BUT BUY NOW"

Warned of Nude Film

HOLLYWOOD—Postal inspectors have been notified of the reported circulation here of a nude film for private showings. Circulars on it have been issued by the Hays organization.

Chi Campaign, Good Pictures Raise Grosses

Total $186,840 for 8 Theatres

CHICAGO—Loop grosses maintained their upward climb with the exception of pictures just closing long runs. New pictures opening indicate even greater strength and promise further gross increases this week.

Theatre advertising here has been nearly doubled over recent weeks and Balaban & Katz finished a $10,000 campaign in local dailies on new product booked and the campaign is producing results with a business upturn indicated. "The Common Law" at the State-Lake showed real strength.

Estimated takings for the week ending August 5 and year-round weekly averages:

"THE PUBLIC ENEMY" (Warners)
McVICKERS—(2,284), 35c-50c-75c-85c, 2nd week, final 9 days. **Gross:** $19,230. (Average, $28,500.)

Week ending Aug. 6:

"THE COMMON LAW" (RKO Pathe)
STATE-LAKE—(2,776), 35c-50c-75c-85c, first week. **Gross:** $33,940. (Average, $30,200.)

"MAN IN POSSESSION" (M-G-M)
CASTLE—(299), 40c-60c, second Loop run. **Gross:** $2,155. (Average, $3,500.)

"THE MAGNIFICENT LIE" (Para.)
CHICAGO—(4,000), 35c-50c-85c, 7 days. Publix stage unit, orchestra. **Gross:** $42,950. (Average, $46,000.)

"NEWLY RICH" (Para.)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Publix stage unit with Alice White orchestra. **Gross:** $28,425. (Average, $36,500.)

"POLITICS" (M-G-M)
ROOSEVELT—(1,591), 35c-50c-75c-85c. second week, third Loop week, 7 days. **Gross:** $10,390. (Average, $23,200.)

"SON OF INDIA" (M-G-M)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, first week. **Gross:** $25,875. (Average, $24,600.)

Week ending Aug. 8:

"EX-BAD BOY" (Univ.)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville, with Bessie Love, orchestra. **Gross:** $23,875. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

"Magnificent Lie" Gets 1st D. M. Money

Total $22,300 for 3 Theatres

DES MOINES—"The Magnificent Lie," with a take of $9,000, made the best showing of the week and "Sweepstakes" also was above average at the Paramount.

Estimated takings for the week ending August 8 and year-round weekly averages:

"THE MAGNIFICENT LIE" (Para.)
DES MOINES—(1,600), 25c-35c-60c, 7 days. **Gross:** $9,000. (Average, $7,000.)

"SWEEPSTAKES" (RKO Pathe)
PARAMOUNT—(1,700), 25c-35c-60c, 3 days. Vaudeville. **Gross:** $6,000. (Average, $5,500.)

"SVENGALI" (Warners)
PARAMOUNT—(1,700), 25c-35c-60c, 4 days. Publix stage show. **Gross:** $4,000. (Average, $5,500.)

"HOLY TERROR" (Fox)
STRAND—(1,100), 20c-35c, 4 days. **Gross:** $2,300. (Average, $1,700.)

"ALOHA" (Tiff.)
STRAND—(1,100), 20c-35c, 3 days. **Gross:** $1,000. (Average, $760.)

"Five and Ten" Leads Boston On 2nd Run

Total $154,500 for 8 Theatres

BOSTON—"Five and Ten" played a return engagement at Loew's Orpheum for the week's high spot while "Common Law" at Keith's came in a close second for top honors. This was also a hold-over.

The week's business showed much improvement and the new films appear to have drawn many picture fans out of retirement to their favorite playhouses. Transient business is credited with bringing in many of the shekels.

Estimated takings for the week ending Aug 6 are:

"THE RECKLESS HOUR" (F. N.)
KEITH BOSTON—(2,500), 25c-60c, 7 days. Vaudeville. **Gross:** $19,500. (Average, $18,000.)

"THE COMMON LAW" (RKO Pathe)
KEITH'S—(2,800), 25c-65c, second week, 7 days. **Gross:** $20,500. (Average, $18,000.)

"FIVE AND TEN" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaudeville. **Gross:** $22,000. (Average, $20,000.)

"POLITICS" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $20,500. (Average, $20,000.)

"THE MAGNIFICENT LIE" (Para.)
METROPOLITAN—(4,350), 25c-60c, 7 days. **Gross:** $32,000. (Average, $32,000.)

"THE SMILING LIEUTENANT" (Para.)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $14,000. (Average, $15,000.)

"MURDER BY THE CLOCK" (Para.)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaudeville. **Gross:** $14,000. (Average. $15,000.)

"THE SMILING LIEUTENANT" (Para.)
UPTOWN—(2,000), 25c-60c, 7 days. **Gross:** $12,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

"Politics" Is Best Card for Indianapolis

Total $39,500 for 5 Theatres

INDIANAPOLIS—"Politics" was good for $10,000 in its Palace run, which is $1,500 above the house average. The lack of stage shows was felt at the Indiana and Lyric, grosses of both houses being off.

Estimated takings for the week ending August 7 and year-round weekly averages:

"MOTHERS MILLIONS" (Univ.)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $4,000. (Average, $4,000.)

"BROADMINDED" (F. N.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $7,500. (Average, $5,000.)

"CONFESSIONS OF A CO-ED" (Para.)
INDIANA—(3,300), 25c-50c. **Gross:** $11,500. (Average, $13,000.)

"THE MIRACLE WOMAN" (Col.)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"POLITICS" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $10,000. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

$20,000 Fire Damage

CHATTANOOGA, Tenn.—Fire of undetermined origin caused damage of $20,000 at the American, 1,000-seat independent house. The auditorium was completely destroyed and the booth equipment damaged by water.

"Politics," "Lieutenant" Tops at K.C.

Total $64,000 for 5 Theatres

KANSAS CITY—With the weather hot, "Politics" and "The Smiling Lieutenant" were the week's high spots. The former got $19,000 at the Midland, while the latter did $16,000 at the Newman and was moved to the Liberty for a second week.

Estimated takings for the week-ending August 8 and year-round weekly averages:

"MIRACLE WOMAN" (Col.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaudeville. **Gross:** $16,500. (Average, $15,000.)

"POLITICS" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $19,000. (Average, $14,500.)

"MURDER BY THE CLOCK" (Para.)
LIBERTY—(1,200), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $16,000. (Average, $12,500.)

"THE BLACK CAMEL" (Fox)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $7,500. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Four Theatre Firms Get Virginia Charters

RICHMOND, Va.—Four new theatrical corporations have just been chartered to engage in the picture business in Virginia. The charters are regarded as a good omen for better amusement business in the state.

Benjamin T. Pitts is listed as president of the Pitts Dixie Theatre Company, Inc., of Fredericksburg. Other officers are: E. C. Bell, vice-president, and L. G. Payne, secretary-treasurer. The corporation's authorized maximum capital is $10,000.

Vernon G. Browning is president of the Crewe Theatre, Inc., of Crewe, with an authorized maximum capital of $10,000. Other officers are: R. B. Ingham, vice-president, and George C. Ingham, secretary-treasurer.

The Lincoln Theatres Corp., of Marion, has been chartered to own, lease and operate playhouses. Its authorized maximum capital is $25,000. Officers are: C. C. Lincoln, Jr., president; J. D. Lincoln, vice-president; F. P. Buchanan, secretary; Leon D. Beville, treasurer.

Frank Ponton of Danville is president of the United Theatres Corp. of Richmond, which has been chartered with authorized maximum capital stock of 100 shares without par value to operate picture playhouses. Ruth Ponton of Richmond is listed as secretary-treasurer.

"BUY RIGHT—BUT BUY NOW"

Coming East

Two Warner-First National stars are coming east this month to make personal appearances in vaudeville. Joe E. Brown arrives August 14 to make an appearance at the Stanley, Jersey City, beginning Aug. 28. Edward G. Robinson gets in town about August 20 for his engagement at the Palace. From there he is booked to go into the Keith Albee, Brooklyn, the following week.

N.J. Operator Break Looms Next Month

(*Continued from page* 1)

union. Contracts for all counties except Hudson, which terminates Sept. 1932, expire the beginning of next month. It has been hinted that a number of exhibitors may join the recently organized operators' union which is only demanding one man in the booth.

"BUY RIGHT—BUT BUY NOW"

Operators Stand Pat At Council Bluffs

COUNCIL BLUFFS, Ia.—W. H. (Bud) Lollier, assistant vice-president of Fox-West Coast Theatres failed to negotiate any change in the operators' contract at the Strand on a recent visit here. Howard Jackson, business manager of the Omaha Operators' union which covers Council Bluffs, wired Lollier after his departure that the operators would stand pat on their present contract which expires October 1.

At present the Strand has two operators in the booth. Lollier sought to reduce the staff to one man. In view of the 7½% reduction over a period of 10 weeks which the Strand shared with all Omaha suburban theatres, Jackson stated that no further concessions could be made.

"BUY RIGHT—BUT BUY NOW"

Seek Anti-Non-Union Operator Writ at O. C.

OKLAHOMA CITY—Application for an injunction to restrain the Isis Theater from the use of non-union operators has been filed in district court here by J. Marshall Shelton, president of the Oklahoma City Operators Union against F. M. Isley, P. R. Isley, M. Davis and D. G. Johnson, owners of the theater, one of the Mid-West Operating group.

"BUY RIGHT—BUT BUY NOW"

Ben Leo Back With Fox Theatres In L. I.

Ben Leo has returned to Fox Theatres as supervisor of Long Island theatres.

"BUY RIGHT—BUT BUY NOW"

Hughes Signs Band

HOLLYWOOD—Gus Arnheim and his Cocoanut Grove orchestra have been signed by Howard Hughes to appear in "Scarface," the last of the gangster films, which Howard Hawks is directing with Paul Muni, Osgood Perkins and Karen Morley in the principal roles.

"BUY RIGHT—BUT BUY NOW"

Darrow Film Again Hit

ATLANTA—Battle lines were being drawn tonight on still another front in the Fundamentalist-Modernist controversy over showing of Clarence Darrow's picture, "The Mystery of Life." Already ministers in Dayton, Tennessee, scene of the Scopes evolution trial several years ago, have protested jointly proposed showing of the film there and now church leaders in Atlanta have moved to prevent exhibition of the picture at the Capitol theatre here.

Purely Personal

DOUGLAS FAIRBANKS, JR., star of "Chances," found his excursion into the legitimate field in Los Angeles so successful that he is now filled with the idea of repeating the experiment. Staging "The Man in Possession" at one of the Grauman legitimate theatres as a "flyer" young Fairbanks met with considerable success both professionally and financially, he being one of the backers of the enterprise.

VIVIAN DUNCAN, the "Eva" of the Duncan Sisters, and wife of Nils Asther, has returned from a long stay in Europe, bringing with her her five months' old child. She had to get a special Swedish passport from the Swedish consul in Paris after much international discussion of the child's nationality, due to the father being Swedish, the mother American, and Germany being the place of birth.

MARIAN MARSH, youthful Warner star who arrived in New York yesterday for a brief visit, will visit Philadelphia on Thursday, proceeding from there to Washington on Friday. On Saturday she will return to New York to remain until the middle of next week, at which time she must leave for Hollywood and her next picture assignment.

PAT CAMPBELL, western division sales manager of the Erpi educational department was in New York last week for semi-annual conferences with company officials. Pat will combine the visit with a vacation in New England.

R. F. (PETE) WOODHULL, veteran former president of the M.P.T.O.A., made his first personal appearance in many moons on Broadway recently. Pete has been living as a "retired farmer" at his Dover, N. J., home.

THE FOUR MARX BROTHERS are en route to New York to start preparations for a new stage production this fall. Their new picture, "Monkey Business," will reopen the first run policy at the Rialto.

POLLY MORAN begins personal appearances shortly at the Capitol, New York, where "Politics," latest Moran-Dressler film, is goaling the natives.

EDWARD G. ROBINSON, Warner star, opens soon at the RKO Palace, New York. He plans a brief vaudeville tour before returning to picture work.

GLORIA SWANSON, recovered from her illness, is to arrive in New York Friday from Europe.

NANCY WELFORD arrives in New York Friday after completing three pictures in London.

Operators' Union Denies Merger Plan

Empire State Motion Picture Operators Union is not contemplating any merger with any other union, declares President Arthur Farkash. It had been reported that negotiations were under way for a merger with Local 306 of the I.A.T.S.E., but this is denied by Farkash.

"BUY RIGHT—BUT BUY NOW"

Independent Union Of Ind. Operators

INDIANAPOLIS—The Independent Union Motion Picture Operators of America, Delaware corporation, has been admitted into Indiana, according to an announcement made from the Secretary of State's office. There is no capital stock listed. Graydon Fox, Fort Wayne, Indiana, is listed as the Indiana agent.

"BUY RIGHT—BUT BUY NOW"

New O. C. House

OKLAHOMA CITY—The Sunset, a $35,000 suburban house, sound equipped, located in the city's southwest district will be opened early next month.

"BUY RIGHT—BUT BUY NOW"

Back From Honeymoon

HOLLYWOOD—Mr. and Mrs. William Powell (Carole Lombard) have returned from their honeymoon in Hawaii.

"BUY RIGHT—BUT BUY NOW"

Laurel Changes Name

HOLLYWOOD—Stan Laurel has had his name legalized changing it from Arthur Stanley Jefferson.

Famous Players Gives Break to British

VANCOUVER—J. R. Muir, district manager in Vancouver (B. C.) for Famous Players Canadian Corporation stated in a recent interview that bookings are now being made for a large number of British plays. On being questioned if British pictures are being given a fair show, he declared they had been booking as many as could be obtained, but found it hard to procure some of the best pictures when desired. He emphatically stated that no discrimination was being made by them against British productions. "The Speckled Band" has just finished a big run at the Dominion theatre.

"BUY RIGHT—BUT BUY NOW"

Lakeland to Witness Another 'Blue' Battle

LAKELAND, Fla.—Although this city won an election on Sunday films some time ago and has been enjoying them since, the opposition are out to stop them.

A petition is now being circulated calling for a referendum vote on the question, and should they get the required number of registered voters to sign their names on the dotted line, another election will be called and the whole thing fought out again.

"BUY RIGHT—BUT BUY NOW"

United Film Ind. Meet

Financial plans for exploitation and development of the Wolff-Heide process and color film patents will be discussed at a special meeting of stockholders of the United Film Industries, Inc. The confab is set for tomorrow at the Hotel Roosevelt.

Schiller Sees Bright Future Due to Product

(*Continued from page* 1)

W. A. Finney, manager of the Midwestern division of which Cleveland was a part have been constantly increased so that his headquarters will be moved to Columbus, Schiller stated.

Fred Desberg is remaining here in charge of the Loew interests and will have additional duties which will take him away from town from time to time. The Cleveland division will be headed by H. M. Addison, who has been supervisor of Loew houses in Pittsburgh. H. H. Maloney, who has been city supervisor here will be promoted to management of one of in the circuit's larger eastern theatres.

"BUY RIGHT—BUT BUY NOW"

Lichtman Confirms Peace Pact With Fox

(*Continued from page* 1)

tion protesting against alleged unfairness in the matter of rentals, a statement which drew fire from Harley L. Clarke, Fox president, who issued a sharp rejoinder criticising the pulling power of U. A. stars.

"BUY RIGHT—BUT BUY NOW"

Hoffberg Closes Deal

Latin Productions, Ltd. of Hollywood has concluded a deal with the J. H. Hoffberg Co., Inc., for the world's distribution of all its Spanish dialogue pictures. The first picture completed is a feature "Campanas de Capistrano" and two two-reel comedies, "El Zapatero Feliz" and "Serenata."

"BUY RIGHT—BUT BUY NOW"

German Exports Big

WASHINGTON—With exports five times greater than imports, the most favorable trade balance is shown by German producers, according to advices to the Motion Picture Division of the Department of Commerce.

"BUY RIGHT—BUT BUY NOW"

Complete Merger Deal

Plans for the merger of Columbia Gramaphone, Ltd., and the Columbia Graphaphone Co., Ltd., have been completed.

British Favored

Toronto—After putting up the bars against gangster pictures from the United States with complete effectiveness, Ontario Censors have apparently let down the bars to British pictures, it is claimed. There has been some talk in film trade circles in Toronto regarding the apparent laxity of the Ontario Censors in dealing with British films. "Uneasy Virtue," recently given first run at the Tivoli, is held up as an example of what "might pass" if—.

HERE'S

NEWS

An author who really likes her pictured story





Vina Delmar

"Heart Breakingly Beautiful"

JAMES DUNN
SALLY EILERS
in BAD GIRL

with

Minna Gombell · William Pawley

From Vina Delmar's novel and play by her and Brian Marlowe

Directed by FRANK BORZAGE

●

When an author weeps...
that's NEWS!

When millions weep...
that's BOX OFFICE!

I feel that I must express to the Fox Film Corporation my appreciation of the photoplay which they made from my novel "Bad Girl." It is admirably acted and directed. The performances of Miss Eilers and Mr. Dunn are heart-breakingly beautiful and I was deeply touched by the conviction and fidelity which they brought to the story.

Please accept my sincerest thanks for having made my novel into a gorgeous motion picture and tell Mr. Borzage and the cast that they have my deepest admiration and my highest enthusiasm.

Sincerely,

Viña Delmar

NEW SEASON
FOX
NEW HITS

No Quarter In Chi Fight, Exhibs Aver

(Continued from page 1)

plane yesterday. Meanwhile, Tom Maloy, boss of the union and storm center of the present fight and the recent investigation, returned from conferences in New York with William Canavan, head of the stage employes and operators union, who is said to be in accord with Maloy on his two operator edict.

It is reported that the state's attorney's office would be willing to quash the conspiracy indictments against Maloy and others if Maloy will abdicate his union office and the second man in the booth is eliminated. This report, however, is denied by Lounsbury, who admitted, however, that yesterday's conferences sought some solution which would permit reopening of the theatres, which went under armed guard yesterday.

The theatres closed Sunday night and as soon as the last reels were run off the employes were paid and told not to come back until further notice. Where a week's advance notice had not been given the union operators were given an extra week's pay in lieu thereof, but most of them had been told a week ago that they would be out of jobs unless their union officials yielded.

William Canavan could not be reached for a statement.

"BUY RIGHT—BUT BUY NOW"

Mickey Wins Poll

HOLLYWOOD — Mickey Mouse won top honors as Austria's most popular film star, polling 70,000 votes, 40,000 more than his nearest competitor, Emil Jannings in a recent popularity referendum in Vienna, according to advices just received by the Walt Disney Studios from England.

"BUY RIGHT—BUT BUY NOW"

New Contract for Dunn

James Dunn's old contract with Fox Films, signed only a few months ago, has been discarded and a new one for a much longer period has been given to him. Dunn's work in "Bad Girl" opposite Sally Eilers led to the new contract.

"BUY RIGHT—BUT BUY NOW"

Named Secretary

DES MOINES—W. E. Banford, manager for M-G-M will act as secretary of the DesMoines Film Board of Trade. The office in the Old Colony Building was closed and Miss Foley, secretary of the Film Board, returned to her home at Omaha. Banford, who has been out of town since the notification of his selection for the secretarial office, has not yet outlined the duties of his office.

"BUY RIGHT—BUT BUY NOW"

Kay Hammond Signed

HOLLYWOOD — Kay Hammond has been signed by Tiffany to play the leading feminine role opposite Leo Carrillo in the star's second Cruze Special, titled "Racetrack." Junior Coghlan has also been cast for an important role.

Theatre Sale Forced

Minneapolis—Publix was forced to sell its Lyndale here to William R. Frank, after the latter enlisted the aid of merchants in the vicinity of the theatre to agitate for its reopening. Publix was keeping the house dark, but when the merchants appealed to the city council, Frank was promised a license in case he built a new theatre in the vicinity, in which event Publix would be refused renewal of the Lyndale license. That decided Publix to sell to Frank.

Loew's Gets Warner Opposition at Newark

Fortifying itself against any opposition that may arise between its company or affiliated units, Loew's is branching out in New Jersey. Reports were current that the company yesterday signed contracts for acquisition of the Ellwood theatre at Newark. The house was originally built by Charles Robinson and has been operated by the owner to whom Robinson turned the house over.

While there are reports current again that it's an off again on again Finnegan affair between Warners and M-G-M, the Ellwood is situated between the Capitol, Bellevue, and the Regent, Newark, both Warner houses.

The circuit now operates three houses in New Jersey, the State, Newark; Lyric, Hoboken, and Jersey, Jersey City.

Efforts to reach Col. E. A. Schiller of Loew's yesterday for verification of the Ellwood deal, were unsuccessful.

"BUY RIGHT—BUT BUY NOW"

Loew Theatres In Canada Prospering

TORONTO—According to announcement by Marcus Loew's Theatres, Limited, operating Loew's Theatre, business for the first half of 1931 showed a substantial increase over the corresponding period of 1930. A profit is reported for each month so far this year. Last year the Toronto house was presenting vaudeville and pictures. The same situation is reported by Loew's London Limited which operates the Loew house in London, Ontario. They are affiliated with Loew's, Inc.

"BUY RIGHT—BUT BUY NOW"

Fox Signs Morgan

Ralph Morgan, Theatre Guild actor who was featured for two years in "Strange Interlude," has been signed to a contract by Fox. Morgan leaves New York Wednesday by motor and will report to the studios September 1. He will be accompanied by his wife and daughter.

"BUY RIGHT—BUT BUY NOW"

Shooting Second

HOLLYWOOD—Weiss Brothers Artclass now is shooting "Pleasure," the second picture of its new series. In the cast are Conway Tearle, Carmel Myers, Roscoe Karns, Lina Basquette, Frances Dade and Paul Page.

"BUY RIGHT—BUT BUY NOW"

2 a Month from Peerless

Release schedule of two pictures a month is planned by Peerless Productions, whose first two films, "Salvaged" and "Lovebound," will be released in September.

"BUY RIGHT—BUT BUY NOW"

Gets Epics Territory

MINNEAPOLIS—A. L. Huston has taken over distribution of Talking Picture Epics in this territory.

Stage Show Breaks Tampa House Record

TAMPA—The Seminole, a neighborhood house on North Florida avenue, operated by Publix, opened a second edition of their Seminole Vanities yesterday and it established a new high record, breaking their former record of the first edition.

Charles Kirkconnel, the manager, staged their reviews and they proved so successful that the first edition was brought down-town to the Victory for a run after the Seminole showing, and Kirkconnel said the second edition would also be presented at the Victory following its run at the Seminole. The show has a cast of 25 people.

"BUY RIGHT—BUT BUY NOW"

Pee Wee Golf Sits Up And Takes Notice

TAMPA—Small-time golf, which has been on its back and hasn't the heart to look up, has opened its eyes and gazing skyward again, and all on account of some heavy night play it has been getting lately.

For 40 odd days the mercury has stuck around 92 and the nights have been rather sultry too. This forces the people onto the streets and as it does not take much exertion to push the pills around, many drop in for a coupla punts. All of which seems to account for the new life given the tiny links.

"BUY RIGHT—BUT BUY NOW"

More Pee Wees Fold

DES MOINES—Two miniature golf courses which were groomed for summer business have abandoned the effort and left two near downtown courses to fight it out. But two courses have applied and paid for licenses at the City Hall. Several other courses are making intermittent efforts to catch the trade on Saturday nights. But so light has been their business that city officials have not urged them further about payment on license fees.

"BUY RIGHT—BUT BUY NOW"

Blank Opens Another

DES MOINES—The Central States Theatres, operated by A. H. Blank, have announced the opening of the Iowa Theatre at Fort Dodge on August 22 with Jess Day as manager. The Iowa was purchased several months ago by the Central States Theatres but it has been closed for the summer. The theatre has been improved throughout.

"BUY RIGHT—BUT BUY NOW"

Burned in Booth Fire

FALLS CITY, Neb.—Fire in the booth of the Electric Theatre caused damage estimated at $3,000. Harry Pecht, operator, escaped with slight burns. The house was filled at the time of the fire, but the audience left quietly.

W.B.-F.N. Goes After Novel Photo Slants

Warners-First National publicity department under the supervision of S. Charles Einfeld is stepping out of the ordinary routine for furnishing magazine and newspaper editors with photographs of its stars. The departure is costing plenty of money, but W. B.-F. N. officials feel it is well worth while.



S. Charles Einfeld

Marion Marsh's arrival in New York yesterday from the Coast, which was preceded last week by Hubert Voight, head of the studio publicity department and Elmer Fryer, in charge of the photographic department on the Coast, is for the express purpose of posing for pictures. While here Miss Marsh will be photographed in front of various skyscrapers and other unusual shots as well as in the various fall styles now being shown by the department stores. The latter will give the Warnerites a four-month jump on the Coast studios, it is said. This is only one instance in which the new plan is being worked.

When Miss Marsh returns to the Coast two weeks hence, Fryer will accompany her. Voight will stay east to accompany Lil Dagover to the studios, stopping off at various key cities to take pictures. Miss Dagover arrives from abroad August 24.

Recently Fryer made a special airplane trip with Ruth Hall, a newcomer being groomed by the company, to Mt. Whitney, said to be the tallest mountain in the United States. The 300 mile ride was made expressly for stills which were shot with the mountain as a background.

Jack L. Warner is very much enthused over the new idea and has set aside stage nine at the studios for exclusive use of the photographic department. A revolving stage is to be built with four sets sectioned off. Considerable time is expected to be saved by the four-set studio, one set to be occupied while others are being built.

"BUY RIGHT—BUT BUY NOW"

British Canadian Imports Doubled

TORONTO—Official statistics compiled on the imports of British films by film exchanges of Canada during the past two years show an increase of nearly 100 per cent. for the fiscal year ending March 31 last. The figures, just issued, show a total of 1,068,543 feet imported from Great Britain during the 12 months ending last March as compared with 553,084 feet during the previous year. The figures are illuminating in view of the agitation in various quarters of Canada for more British pictures.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 62 NEW YORK, WEDNESDAY, AUGUST 12, 1931 TEN CENTS

Fox Breaks Up Circuit

Rowland Job in NY--Hits Coast Studio Guesses

Is Irked by "Ridiculous Rumor"; Lauds Sheehan

Richard A. Rowland's job as a vice-president of Fox is in New York and any statement that his affiliation with the company in a general executive capacity means a Coast studio shake-up is "just so much loose talk, manufactured out of whole cloth."

Guessing experts got busy immediately after Rowland's Fox connection was announced and rumors were circulated that Rowland would go to the West Coast studio in what probably would mean a shake-up. These were

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

English Dialogue Singapore's Choice

American pictures have 99 per cent of the call in Bangkok and Singapore insofar as English language talkers are concerned, according to D. S. Garden, editor of Famous Features Syndicate. In the former city two houses already have been equipped for sound and a new theatre is being erected under the auspices of the King

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

New Radio Network With Film Affiliate

San Francisco — A new nation-wide radio network, with a film company affiliation is seen here with the announcement of the formation of the North American Broadcasting Company. The new network is planned to embrace all the western states, and

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

Burr to Make 11 Independent Films

Hollywood—C. C. Burr will make 11 features for the independent state right market for 1931-32. Five of the productions will star Johnny Hines. Burr is now completing the Torchy series for Educational.

Another Racy Ban

Hollywood — Paramount is the latest to join the list of companies against sex and sophistication. B. P. Schulberg says sex is through in favor of "good old fashioned romance and heart tug." Only one or two stars will continue in sophisticated stories, he says.

Fox and Radio also have gone on record as tabooing sex and sophisticated stories in the future.

1-Man Policy Out, William Canavan Says

Two-men-in-the-booth edict of the Chicago operators' union, which is the point at issue in the Chicago situation, has the full support of William Canavan, president of the International Alliance of Theatrical Stage Employees. However, he points out that the fight is being handled locally by the Chicago union.

Conferences probably will decide

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

Both Sides Stand Pat in Chi Fight

Chicago — Aaron Saperstein and Tom Maloy met again yesterday following the failure of Monday's conference between states attorneys and labor leaders. Maloy signified willingness to make some concessions but stood pat on the demand that two men remain in the booth. Saperstein, on the other hand, was equally deter-

(*Continued on page* 2)

Regional Units with General Manager In Full Charge Is New Operation Plan

Fox Theatres is abandoning the national home office idea of operation in favor of regional units which will be operated as separate entities, with a general manager in complete charge of each district, which will be the approximate equivalent of the territory served by film exchanges.

This decentralization move was announced yesterday at a meeting of district managers by Harry C. Arthur, general manager of the circuit, who believes the new system will "set a new standard in theatre operation" and "result in large economies."

"Under the new plan," said Arthur, "every theatre will be given the most intensive supervision. Complete responsibility will be placed on the general managers who in most instances will be within a few hours of every theatre in their territory. The result of this will be very largely to decentralize and to localize theatre groups. In many instances those local interests which once were represented on the board of directors and who, to a large extent still are stockholders of the subsidiary exhibitor companies will be invited to resume that contact.

"The new arrangement should also prove a stimulus to all producing companies. Under the system in general use heretofore, district managers and theatre managers were compelled to use whatever pictures were made by the controlling producer. Under decentralized management, studios will be stimulated to produce more pictures that will stand on their own merit."

A few of the larger theatres classified as de luxe will be operated as sep-

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

New Dubbing Process Held Foreign Boon

Hollywood—Solution of the problem of foreign language versions of American talkers, permitting production of versions which, so far as talking technique is concerned, meet the most exacting criticism of foreign audiences, has been brought about by the La Veillier-Meyer process, states William A. Johnston, writing in the *Hollywood Herald.*

He terms the development the most

(*Continued on page* 9)

U. A. Dickering With Fox in N.Y.

Following completion of the Fox West Coast booking deal, United Artists now is dickering with Fox Metropolitan circuit for its complete line-up. About 90 theatres in Greater New York are embraced in the deal.

"BUY RIGHT—BUT BUY NOW"

Amusement Stocks On Upward Swing

Reversal of form of the stock exchange yesterday resulted in a rise of all the picture stocks except General Theatres which continued to drop downward to a new record low of $2 a share. With a turnover of 32,300

(*Continued on page* 4)

Open Houses Getting Break

Chicago—Though not capitalizing the situation which forced the closing of 107 independent theatres, circuit and affiliated houses are remaining open and doing tremendous business, particularly at night in neighborhoods and suburbs where closings predominate, and theatres remaining open serve large territories alone.

Waiting lines have been in evidence at outlying theatres but the open houses are making no bid for this business by increased advertising or any departure from normal. The closed theatres have made a big dip in the advertising revenues of the local dailies.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 12, 1931 No. 62

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

QP PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Botsford Succeeds To Rowland Post

A. M. Botsford is succeeding Richard A. Rowland as head of the Paramount story board. Rowland resigned to become a vice president of Fox. Paramount's story board, consisting of five members, was inaugurated last spring. Arthur Mayer, supervisor for Publix in the Middle West, replaces Botsford as director of Publicity and advertising for Publix. L. J. Ludwig is succeeding him.

"BUY RIGHT—BUT BUY NOW"

Pearl Returns After Closing Deals Abroad

After successfully completing deals for distribution of all Tec Art's product for the new season in London, France, Egypt and other foreign countries, Dick Pearl, sales manager for Al Mannon, has returned from abroad. He will stay in New York for a month winding up details of the deals and then leave for the Coast.

"BUY RIGHT—BUT BUY NOW"

Madison Showman Wins RKO Honors

John Scharnberg, manager of the RKO Orpheum and RKO Capitol, of Madison, Wis., is the honor man for July of the RKO circuit. For making the best showing in showmanship and salesmanship during July he is to be rewarded by Joseph Plunkett with a trip to the Mediterranean and return for himself and his wife; a month's salary, and a month's vacation. Scharnberg's percentage was 396.30 per cent.

"BUY RIGHT—BUT BUY NOW"

Day and Date Columbia's

"Arizona" and "The Miracle Woman," two of the final productions in Columbia's 1930-31 line-up, will premiere day and date on Broadway on August 14th, when the former opens at the Strand and the latter at the Mayfair.

Both Sides Stand Pat in Chicago Fight

(*Continued from page* 1)

mined, saying that closings were made to eliminate one man and no other solution would be considered. States Attorney John Swanson announced his readiness to act as concilator following the failure of yesterday's meeting.

Present at the meeting in addition to Swanson were Prosecutors Charles Lounsbury and Bellows, John Fitzpatrick, president of Chicago Federation of Labor, Patrick Sullivan, head of Building Trades Council, Alderman Oscar Nelson, vice president of Chicago Federation of Labor and Attorney Benjamin Feldman, representing the Union.

On Monday Saperstein and his committee endeavored to see Mayor Cermak to ask action on revocation of operators' permits issued by Joe Maloy, and also protection for closed theatres, but failed, it was said, due to the mayor's absence. States Attorney gave closed theatres police protection which is augmented by private guards stationed at projection booths.

Saperstein was also to ask the Mayor for Maloy's removal from city office of Examiner of Operators but dropped this angle when it was learned that the corporation counsel's office, acting on States Attorney's recommendation has completed preparation of civil service charges against Maloy, and these are now awaiting signature of William Jackson, Commissioner of Gas and Electricity, and head of Maloy's department. The charges were sent to Jackson after they had been presented to the Mayor.

"BUY RIGHT—BUT BUY NOW"

Opening Set Back

Publix has postponed opening of the Paramount, Newark, from August 28 to September 4. Alterations being made at the house are responsible for the new opening date.

"The Shift"

(Universal)

Universal has made an auspicious start in the Christy Walsh Notre Dame series dedicated to the late Knute Rockne. In this, the Notre Dame squad goes through a number of shifts used by various Universities. The Southern California, Minnesota, Notre Dame, New York University, Dartmouth and West Virginia shifts are among those shown. It's highly interesting and this series should prove popular. "Hunk" Anderson, who succeeded Rockne at the South Bend school explains the plays.

HYNES

Revival Week Set By Harry Charnas

Harry Charnas, general manager of Warner Bros. Metropolitan theatres, has completed his schedule of revivals to be shown at the Warner theatre, beginning Friday. The revival season is to last two weeks and will have a change of bill daily.

The schedule for the first week is as follows: Friday—"Son of the Gods," with Richard Barthelmess and Constance Bennett; Saturday—"Gold Diggers of Broadway," with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas; Sunday—"Disraeli," with George Arliss; Monday—"On With the Show," with Betty Compson, Sally O'Neil and Joe E. Brown; Tuesday—"Noah's Ark," with Dolores Costello, George O'Brien and Noah Beery; Wednesday—"General Crack," with John Barrymore and Armida; Thursday—"Weary River," with Richard Barthelmess and Betty Compson.

"BUY RIGHT—BUT BUY NOW"

Jensen Leaves to Start Patrician List

HOLLYWOOD — Emil Jensen is enroute from New York to start work on the first of the eight pictures planned by Patrician Pictures. The initial effort will be "Thirty Days" and will go into work at the Tec Art studios next week.

Entire Stock Market Rallies

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¾	7¼	7¾	+ ⅝	300
Consolidated Film Industries pfd	14¾	14	14⅜	+ ⅛	400
Eastman Kodak	142¾	134¼	140½	+6½	6,900
Fox Film "A"	13½	11⅞	12⅞	+ ½	21,100
General Theatre Equipment new	2½	2	2	— ⅛	32,400
Loew's, Inc.	46⅝	45	46½	+2	7,700
Paramount Publix	24	22⅝	23⅞	+1⅜	11,000
Pathe Exchange	1⅜	1⅜	1⅜	.....	100
Pathe Exchange "A"	5½	5½	5½	.....	100
RKO	14⅜	13⅛	14⅛	+ ¾	5,700
Warner Bros.	7½	7	7½	+ ½	5,300

Curb Issues Also Show Gain

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2½	2¼	2½	+ ⅜	1,500
General Theatre Equipment pfd	4½	3¾	4⅜	+ ⅞	1,800
Sentry Safety Control	⅞	⅞	⅞	+ ⅛	100
Trans Lux	5	4⅞	4⅞	— ⅛	1,300

Bond List Rallies; W. B. Up 3⅜

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	20⅛	19⅝	20⅛	+ ¼	18
Keith B. F. 6s '46	67	67	67	.....	5
Loew's 6s '41 ex war	98¼	98	98¼	+ ⅞	5
Paramount Broadway 5½s '51	102¾	102½	102¾	+1	11
Paramount F. L. 6s '47	89¾	87	89¼	+2¾	16
Paramount Publix 5½s, '50	79¾	77	79¼	+2¾	29
Pathe 7s '37 ww	94	92¼	94	+1	28
Warner Bros. 6s '39 wd	47½	44	47½	+3⅜	27

Purely Personal

"JIMMY" (Montgomery) Ashcraft, veteran showman and roadshow operator, has joined the United Artists exploitation force. He will make his headquarters in Chicago.

D. ORVILLE WOLEVER, projectionist at the Regent, downtown Publix Rochester house, made the public prints in an heroic role after rescuing three families from a $15,000 fire which all but laid waste the summer colony of Island Cottage on Lake Ontario.

Wolever, who is spending the summer at the resort, returned from work 4 a.m., to find three houses in flames. He awoke the sleeping occupants and helped them to safety.

ALF GOULDING has started production of a Booth Tarkington series of Penrod and Sam Juvenile shorts. The first is "Snake's Alive" which Goulding put in work yesterday.

PAUL BURGER has become an airplane enthusiast and is doing most of his traveling by the air route. His next trip will be to Baltimore.

PATSY REIS, Howard Dietz's secretary, has returned from a trip to the Coast where she got the inside dope on production.

DICK PEARL, sales manager for Al Mannon, has returned from abroad. He leaves for the Coast in a month.

CHARLES O'REILLY and Louis Geller take possession of the Palace, Jersey City, on Sept. 1.

"BUY RIGHT—BUT BUY NOW"

Agfa Pays Dividend

At the annual meeting of the Agfa company of Germany held in Berlin recently, it was decided to pay a ten per cent dividend for the fiscal year ended December 31, 1930, similar to the preceding year. An increase of capital up to $360,000 was also approved. The board was re-elected and completed by the nomination of Herr Felix Drucker-Bronn.

The net profit amounted to $18,336 and the sum brought forward from last year was $17,903. This year, after payment of $14,400 dividend and increase of the reserve fund, it is expected that $19,600 will be carried forward.

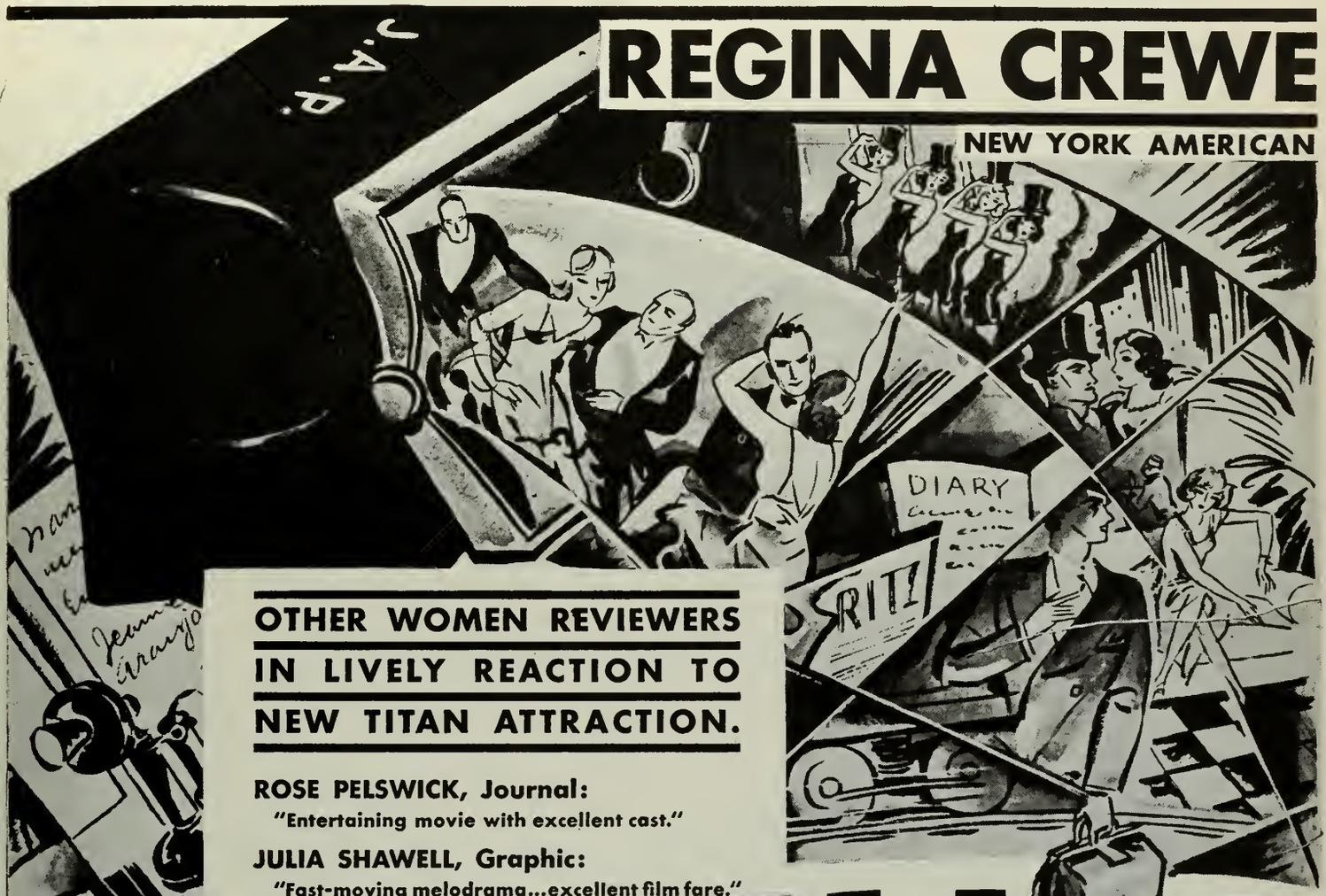
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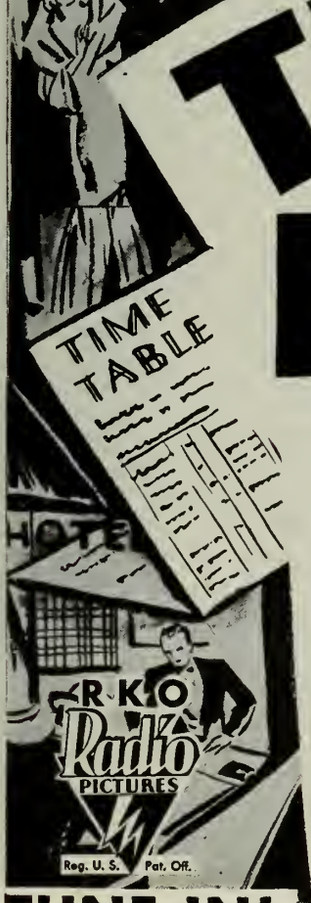


OTHER WOMEN REVIEWERS IN LIVELY REACTION TO NEW TITAN ATTRACTION.

ROSE PELSWICK, Journal:
"Entertaining movie with excellent cast."

JULIA SHAWELL, Graphic:
"Fast-moving melodrama...excellent film fare."

TRAVELING HUSBANDS



Current RKO-Mayfair, N. Y., RKO-Albee, Brooklyn and heading lickety-split for other key city premieres!

NATIONAL AD CAMPAIGN BEHIND IT. GET ABOARD NOW AND GIVE IT A RIDE!



EVELYN BRENT

HUGH HERBERT FRANK ALBERTSON
CONSTANCE CUMMINGS DOROTHY PETERSON
DIRECTED BY PAUL SLOANE

TUNE IN! ***"RKO Theatre of the Air" N. B. C. Coast to Coast Network Every Friday Night, 10:30 P. M. New York Time***

Rowland Job in N.Y.-Hits Coast Studio Guesses

(Continued from page 1)

augmented—or aggravated—yesterday when a Coast report was printed stating that Harley L. Clarke plans to shift Rowland to Hollywood as the first step in a clean-out of the Fox production staff. There were allegations of dissatisfaction with Winfield Sheehan's regime to give color to the story.

"Ridiculous," said Rowland last night to MOTION PICTURE DAILY. "I am positive that such an idea is furthest from Mr. Clarke's thoughts. Mr. Sheehan is one of the industry's most capable production executives and couldn't be bettered. There are some people who are always starting a lot of rumors to cause discontent."

In addition, there is Rowland's aversion to jobs in Hollywood, the veteran executive having fought shy of them for the last ten years.

Clarke could not be reached for a statement, but Rowland said he was confident that the Fox president would emphatically deny the Coast report when it is brought to his attention.

"BUY RIGHT—BUT BUY NOW"

Loew Not Cutting Organists—Sidney

COLUMBUS—Louis K. Sidney, executive of the Loew production department, in a letter to Russell Bovin, manager, Loew's Ohio, spikes a recent rumor to the effect that the circuit would dispense with all organists. "There is no truth in the statement. Pay no attention to such stories" is quoted from Sidney's communication. Bill Dalton, feature organist, at the Ohio, has just been signed for another year.

"BUY RIGHT—BUT BUY NOW"

Record Ad Boost

CINCINNATI—On opening day of current attractions, RKO increased its total display advertising to a summer record of approximately 7,200 lines in three local dailies, of which 3,400 lines were used for regular group advertisements prepared locally, and 3,800 lines represented syndicated copy on "Politics."

"BUY RIGHT—BUT BUY NOW"

Leases York Houses

YORK, Neb.—Lester Rush of Nevada, Ia., who recently purchased the York and Sun theatres has leased both houses to W. H. Cochran, formerly of Wood River, Nebr. Rush is secretary of Allied in Iowa. He owns three other houses.

"BUY RIGHT—BUT BUY NOW"

Chrissis Gets Site

CHICAGO—Title to the store property at 5038 West Madison Street has been acquired by D. J. Chrissis, district manager of Warner theatres. Brokers deny knowledge of plans for the erection of a new theatre on the site, which is now occupied by a chain grocery.

"BUY RIGHT—BUT BUY NOW"

Ralston Gives Birth

HOLLYWOOD — Esther Ralston, wife of George Webb, yesterday gave birth to an eight-pound daughter.

Fox Breaks Up Circuit Into Units

(Continued from page 1)

arate units. Practically all of the excessive cost of the home office will be eliminated immediately, Fox says. Henceforth the home office will have more to do with service than with operation. The general managers will be responsible directly to the board of directors of each local company.

"BUY RIGHT—BUT BUY NOW"

English Dialogue Singapore's Choice

(Continued from page 1)

which will be opened coincident with the 150th anniversary of Bangkok.

There are also two houses in Singapore equipped for sound, one refrigerated and so constructed that the roof may be slid back in pleasant weather. American talkers are well received due to the fact that English is the semi-official language of the country and is taught in all the schools.

"BUY RIGHT—BUT BUY NOW"

G-M Developes New Cell Coupling Cable

A new cell coupling cable for use in sound equipment has been developed by G-M Laboratories, Inc., which asserts that it has five times the capacity reactance of standard microphone cable. The use of this cable reduces the attenuation of high frequencies, resulting in increased brilliancy of reproduction, says G-M.

"BUY RIGHT—BUT BUY NOW"

Levine Starting Serial

Nat Levine, president of Mascot Pictures Corp. and Director B. Reaves (Breezy) Eason have completed casting for "The Galloping Ghost" at the Tec-Art Studios. Harold E. (Red) Grange, known to millions of football fans as "The Galloping Ghost" of the gridiron heads the cast which includes Dorothy Gulliver, Walter Miller, Gwen Lee, Francis X. Bushman, Jr., Theodore Lorch, Tom London, Eddie Hearn, Ernie Adams, Tom Dugan, Frank Brownlee, Connie Crouse, Edward Piel, Sr., George McGrill, Bert Goodrich, and Stepin Fetchit.

"BUY RIGHT—BUT BUY NOW"

Makes Hurried Trip

Sylvia Sidney has gone to Hollywood, but will return to New York in time for the world premiere of King Vidor's production of "Street Scene," which opens at the Rivoli August 27.

"BUY RIGHT—BUT BUY NOW"

Three Years for Bandit

HAMILTON, O.—A youth bound over to the grand jury on charge of having held up the Publix-Palace box office and obtaining around $100, changed his plea to guilty in common pleas court and was sentenced to three years in the state reformatory.

Amusement Stocks On Upward Swing

(Continued from page 1)

shares, General Theatres was the tenth most active stock on the board, indicating a continuance of recent selling.

Eastman Kodak was the leader on the upside, closing more than 6 points higher at 140½. Wall Street anticipated action taken on the Paramount dividend and that stock responded readily to the general improvement, closing at 23⅞, up 1⅛. Fox gained one-half point on a heavy turnover, while fractional gains also were made by Warners and Consolidated Films. Loew's moved up 2 points.

Gains made by Warner Brothers convertible 6s and Paramount issues featured the trading in amusement bonds.

"BUY RIGHT—BUT BUY NOW"

Make First Run of Rochester Century

ROCHESTER, N. Y.—Suddenly shifting its policy, Publix has revamped its 2,200-seat Century, downtown house, into a first-run theatre and launched a series of first-string films in effort to revive the house's former popularity.

Publix, after closing the 3,200-seat Eastman when the house ran into a hole and pulled the city average down, focused on the Regent, off center from the theatre district. The Century stood them up for the first weekend with Chevalier in "The Smiling Lieutenant."

"BUY RIGHT—BUT BUY NOW"

Construction Starts On Biggest Theatre

Plans have been filed for the largest of the Radio City theatres which will have a seating capacity of 6,049. This is to be the tenth unit of the Rockefeller-Radio City development and will be known as the International Music Hall.

Plans call for a 30 story office building to be erected on the west half of the block bounded by Fifth and Sixth avenues, Fiftieth and Fifty-first streets. Estimated cost is set at $7,000,000. Excavation is already under way.

"BUY RIGHT—BUT BUY NOW"

Cast Opposite Sterling

Aileen Cook, musical comedy ingenue, has been engaged by Paramount to appear opposite Ford Sterling in "Twenty Horses," second of the Sterling two-reelers being made at Paramount's New York studio under the direction of Al Ray.

"BUY RIGHT—BUT BUY NOW"

Free Until Needed

Although now on the Coast, District Attorney Crain yesterday asked surrender of John C. Flinn and Henry F. Lally in connection with the Pathe studio fire case. Supreme Court Justice Dore permitted their freedom for the present under $7,500 bail.

"BUY RIGHT—BUT BUY NOW"

Reopens Friday

Preparations for the reopening of the Hollywood Theatre, New York, on Friday with Constance Bennett in "Bought" have been going on all week. The house is being gone over very thoroughly by painters and cleaners and being air conditioned for the fall and winter season.

1-Man Policy Out, William Canavan Says

(Continued from page 1)

the Chicago difficulty for the two sides won't get anywhere making faces at each other, "but it never will be decided on a one-man-in-the-booth basis," Canavan predicted. If it is, he said, he would be inclined to revoke the charter of the Chicago union.

"BUY RIGHT—BUT BUY NOW"

New Radio Network With Film Affiliate

(Continued from page 1)

it is said, will feature film favorites. Later, it is expected, the network will branch out eastward. KNX, Los Angeles, is the key station. RKO is an affiliate of National Broadcasting and Paramount owns 50 per cent of the Columbia Broadcasting System.

"BUY RIGHT—BUT BUY NOW"

Warner Houses Book Nat Levine Serials

Bernard Mills of Standard Film Exchanges, Albany, has booked the entire Warner circuit in his territory for "The Vanishing Legion," Mascot's first serial of the season. Mills points out that this sale marks a revolutionary change in the Warner Bros. attitude toward serials as all theatres included in the deal will play "The Vanishing Legion" at all performances, rather than for matinees only, the previous policy.

The Ritz of Albany will play each episode a full week, and the Lincoln of Troy will show it four days. Other Warner theatres that have scheduled the serial are the Madison and Albany of Albany; the Warner, Wellsville; Warner, Medina; Warner, Jamestown; Warner, Hornel; Warner, Dunkirk; Warner, Babcock; Stanley, Utica; and Warner, Olean.

Mills is now in New York for a conference with Jerome Kessler and Charles Reed Jones, manager and publicity director of Mascot.

"BUY RIGHT—BUT BUY NOW"

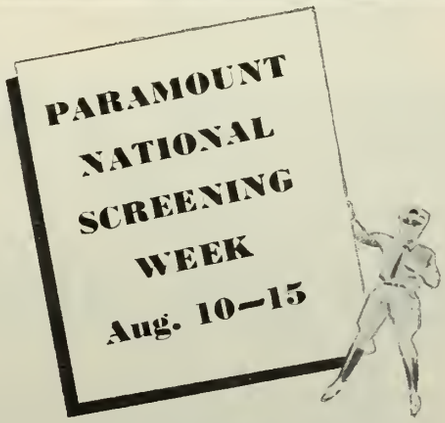
New Assistant Gen'l Att'y of R.C.A. Firms

Frank W. Wezencraft, a former mayor of Dallas, is now assistant general attorney of RCA. Colonel Manton Davis is vice president and general attorney of RCA and its subsidiaries are in charge of litigation and legal administration. Robert D. O'Callaghan, who has been associated with Otto S. Schairer, vice president in charge of the patent department, as attorney, has transferred his activities to the law department, thus unifying legal administration in one department. Frederick Leuchner will continue his duties as assistant to the general attorney.

"BUY RIGHT—BUT BUY NOW"

Plans Offices

Business offices will be shortly opened in the film district of the International Cameramen and Sound Technicians Union where free employment service to members will be inaugurated.

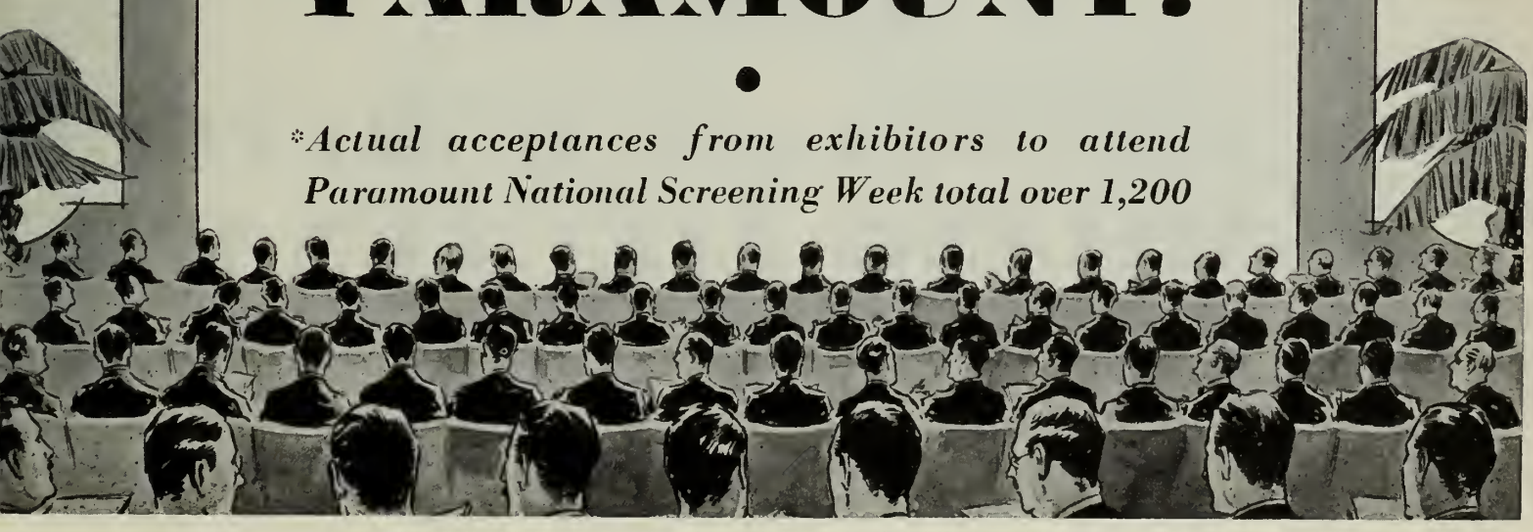


This Week Hundreds* of Exhibitors Are Seeing at Paramount Exchanges Why the Whole Trade Agrees:

IT'S A GREAT SEASON IF YOU'VE GOT PARAMOUNT!

•

**Actual acceptances from exhibitors to attend Paramount National Screening Week total over 1,200*



PARAMOUNT NATIONAL SCREENING WEEK Aug. 10–15

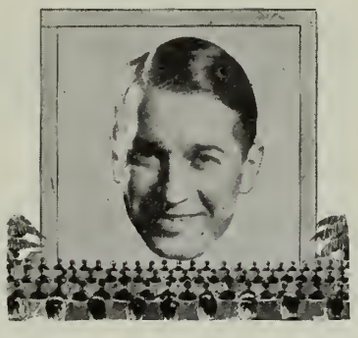


"SHOW ME" SHOWMEN ARE GETTING THE INSIDE ON WHY . .



.."AN AMERICAN TRAGEDY" is a Sensational $2 Hit on Broadway!

Launched on sea of tremendous national publicity. Now mobs pack $2 Criterion, N. Y., and applaud. "Tense and moving, real, tremendously effective. Almost overwhelming power. A fine, *fine thing* Paramount has done. One of the best pictures of the year", says the N. Y. Sun. Typical review! Based on DREISER'S great novel, JOSEF VON STERNBERG'S superb production, with Phillips Holmes, Sylvia Sidney and Frances Dee; will be talked about for *years to come.*



CHEVALIER-LUBITSCH ..."SMILING LIEUTENANT" in S. R. O. Sweep from Coast to Coast!

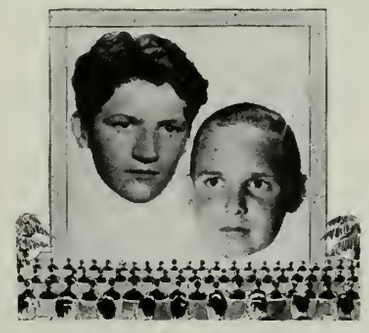
By long odds the biggest box office hit in 2 years! Grosses prove it. N. Y., Los Angeles, Chicago, Kansas City, Dallas—name any town where it's played and it's a high record! With Claudette Colbert, Charlie Ruggles and Miriam Hopkins.



..THE FOUR MARX BROS.

"MONKEY BUSINESS" World's Greatest Comedy

All Hollywood's raving about this show. The tip's out: GET IT! It'll make you more dough than you thought existed any more. Read any trade paper review of its preview showings. They're *all* raves. *Directed by Norman McLeod.*

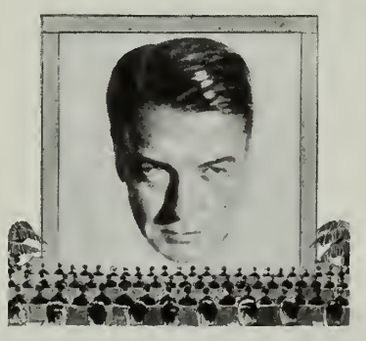


. . "HUCKLEBERRY FINN"

Will Double "TOM SAWYER" Grosses Everywhere

Don't take our word. See it for yourself. Then you'll agree. You're yelling for clean, wholesome pictures for the whole family. Here's the finest of them all. With the "TOM SAWYER" cast: Jackie Coogan, Junior Durkin, Mitzi Green, Jackie Searl plus Eugene Pallette. *Directed by Norman Taurog*, who made "SKIPPY".





. . "SILENCE" *and* "SECRETS

OF A SECRETARY" Will Boom Theatre Receipts

Two swell pictures, as every showman who's seen them enthusiastically agrees. "SILENCE", the mighty melodrama with Clive Brook, Marjorie Rambeau and Peggy Shannon. *Directed by Louis Gasnier and Max Marcin.* "SECRETS OF A SECRETARY", the drama of the girl who knew too much about millionaires, with Claudette Colbert, Herbert Marshall and Georges Metaxa. *Directed by Geo. Abbott.*



. . A NEW STAR IS BORN

as "MY SIN" Shows Real TALLULAH BANKHEAD with FREDRIC MARCH in Smashing Drama!

Tallulah looking like a million dollars and acting like the superb trouper she is. March never better. Now you'll know why Tallulah took Europe by storm. A down-to-earth picture that the whole family will love. *Directed by Geo. Abbott.*

. . "S.R.O. DAYS ARE HERE!"

Cry Convinced Exhibitors as "THE HOUSE THAT SHADOWS BUILT", PARAMOUNT'S Outline of Entire 1931-2 Hits Unfolds to Delighted Eyes!

Call it a trailer if you like. It's the *Visual Proof of Paramount's leadership* of this business for 20 years and the Preview of Paramount's Mightiest line-up of productions. "A FAREWELL TO ARMS", HAROLD LLOYD, GEORGE BANCROFT, "24 HOURS", RUTH CHATTERTON, CHEVALIER, "NO ONE MAN", "LIVES OF A BENGAL LANCER", "THE MIRACLE MAN", "DR. JEKYLL AND MR. HYDE"—a hint of the great smash hits coming!

PARAMOUNT

Proudly Proves Leadership with Product

"Let's Go, Show Business!"

New Dubbing Process Held Foreign Boon

(*Continued from page* 1)

important in Hollywood today, saying it is one that very few know about or are discussing, but upon which to a large extent hangs the salvation of the picture industry.

In addition to filling the demands of talker technique abroad, the new process is said to keep costs within limits necessarily set for foreign grosses. Johnston recites attempts made in the past to make successful versions and records the swing of the production wheel back to synchronization which was found to be the only solution. The reason, he says, is that foreign audiences want American stars and want them talking foreign languages, which they must talk so well that realism is not impaired.

In the new process, voice doubles are selected for the tonal quality of their voices. Doubles must study the pictures and players and be able to speak not only to suit the dramatic action of the film, but also voice the personalities of the players.

The process is to be available to all producers. It will introduce a decided economy and may even permit versions for countries heretofore out of the question. La Veillier formerly was technician for Rex Ingram and Meyer is the head of the Meyer Synchronization Service.

A French dialogue film is being made with Laura LaPlante. Claude Allister and Harry Meyers. The first reel was projected several times for three voice doubles to acquaint them with the story and characterizations. Doubles were called Miss Green, Mr. Red and Mr. Black. Dialogue is prepared carefully matching the lip movements in the English version. It then is written in longhand on a strip of positive films which also is projected for the three doubles.

Words large and small indicate inflection and emphasis. Along the film edge, a black, red or green line gives the cues. The doubles can take the film home for rehearsals if necessary, needing only a small dynamo and light reflector for home projection.

When rehearsals are satisfactory, synchronization is done with the mathematical exactness of the sprocket holes eliminating the human equation. The effect is startling, says Johnston, the observer seeing Meyers as a French and English actor, Allister steeped in Gallicism and LaPlante as a smiling, vivacious French wife.

It is claimed that eight reel versions can be satisfactorily made in two days. Naturally American players must perfect themselves in elocution. Because they mouth their words better, stage players make it possible to match the lip movements more successfully in transcribing foreign words.

There is every indication that once again Yankee ingenuity has successfully mastered another international film problem of no inconsiderable magnitude.

"BUY RIGHT—BUT BUY NOW"

Ban Gang Films

ELIZABETH — Following conferences with the City Council, managers of the local theatres reached an ultimatum to ban gang films in this city.

"BUY NOW" SALES

There is no slowing up to the "Buy Right—But Buy Now" movement. This is shown by the answer to it that is being recorded in the booking departments of all the producing companies. No movement in recent years has been productive of so much good both for the wise exhibitors and the producing companies.

In the Warners-First National offices credit is given to the movement in stirring up more enterprise on the part of the big and little exhibitors than any other that has ever been instituted. In proof of this the Warners point to their own bookings which are now over 20% greater at this time than they were a year ago.

In the last batch of contracts reaching the Warners-First National offices were the following bookings calling for the entire product of both producing companies.

Connecticut

Alhambra, Waterbury, Nicholas Mascoli; Capitol, Waterbury, A. E. Sirica, Sr.

Florida

Star, Newberry, Ira J. Carter, Jr.

Georgia

Strand, Elberton, Georgia Amusement Enterprises, Inc.; Strand, Athens, Georgia Amusement Enterprises Inc.

Iowa

Capitol, Ames, Central States Theatre Corp; Ritz, Chariton, Central States Theatre Corp.; Rialto, Burlington, Central States Theatre Corp.; King, Albia, Central States Theatre Corp.; Rialto, Boone, Central States Theatre Corp.; Casino, Sac City, G. R. Norman and M. J. Kulch; Auditorium, Mt. Pleasant, M. L. Dickson; Pastime, Magnoketa, Hippler and Peake; Royal, Panora, Lauver and Son; Colonial, Clarion, W. F. Smith; Rialto, Clarinda, Herman Fields.

Maine

New Lincoln, Lincoln, G. Erwin; Star, Bar Harbor, Star Theatre, Inc.

Maryland

Apollo, Baltimore, State Theatre Inc.; State Sanatorium, State Sanatorium, Maryland Tuberculosis Sanatorium; Mt. Wilson Sanatorium, Mt. Wilson, Maryland Tuberculosis Sanatorium; Sanatorium, Henryton, Maryland Tuberculosis Sanatorium.

Massachusetts

Suffolk, Holyoke, C. W. Rackliffe; Academy, Northampton, C. W. Rackliffe; Majestic, Holyoke, Majestic Theatre, Inc.; Strand, Rockland, Lee A. Rhodenizer; Park, Spencer, Park Theatre Co.; Central, East Boston, E. B. Central Square Theatre Corp.; Strand, Haverhill, Pentucker Industrial Co.

Nebraska

Sun, Central City, C. T. Riggs; Minnis Lusa, Omaha, F. W. Houston; Rivoli, Seward, I. N. Kuhl.

New Hampshire

Notre Dame, Manchester, J. Anthony.

North Carolina

Carolina, Elizabeth City, Carolina Amusement Co.

Oklahoma

Broadway, Muskogee, Hughes-Franklin Theatres Inc.; Aldridge, Oklahoma City, Breaux and Whitlow; Liberty, Durant, Hughes-Franklin Theatres Inc.; Palace, McAlester, Hughes-Franklin Theatres Inc.

Oregon

Bungalow, Wood Burn, T. Poorman; Orpheum, Baker, Baker Theatres Inc.

Pennsylvania

Susquehanna, Philadelphia, Norris Amusement Co.; Victoria, Mahanoy City, Chamberlain Amusement Enterprises, Inc.; Victoria, Lansford, Chamberlain Amusement Enterprises Inc.; Victoria, Mt. Carmel, Chamberlain Amusement Enterprises Inc.

South Carolina

Star, Piedmont, J. C. Harper; Carolina, Winnsboro, Boyd Brown.

Texas

Pines, Lufkin, East Texas Theatres Inc.; Strand, Orange, Jefferson Amusement Co.; Paramount, Marshall, East Texas Theatres, Inc.; Strand, Port Arthur, Jefferson Amusement Co.; Queen, Victory, East Texas Theatres Inc.; Jefferson, Beaumont, Jefferson Amusement Co.; Progresso, San Antonio, Paul Garza; Grand, Electra, Grand Theatre Inc.; Obrero, San Antonio, Paul Garza; Strand Longview, East Texas Theatres Inc.; Strand, Kilgore, East Texas Theatres Inc.; Palace, Jacksonville, East Texas Theatres Inc., and Austin, Nacogdoches, East Texas Theatres Inc.

Canada

Opera House, Orilla, Moorehead and Filman; Capitol, Brampton, Moorehead and Filman; Royal, Toronto, Charles Bailey; Columbia, Victoria, B. C., H. Allen; Dauphin, Dauphin, Manitoba, Mrs. G. Peebles.

Tiffany is going after sales in a big way and is a strong advocate of the "Buy Right—But Buy Now" movement sponsored by MOTION PICTURE DAILY. Following are some recent deals:

Alabama

Lanette, Lanette; Strand, Alexander City; American, Sylacauga; New Lyric Brockside; Famous or Champion, Birmingham.

California

Los Angeles, Los Angeles; New Lyceum, New Mission, New Filmore, San Francisco; Corning, Corning.

District of Columbia

Lincoln, Rosalia, Broadway, Washington.

Florida

Victory, Brocksville.

Georgia

Palace or Strand, Athens; Royal, Summerville; 81, Atlanta.

Illinois

Paulina, Royal, Alger Circuit (Princeton), States, Lincoln, Mid City, Chicago; Harvard, Harvard; Opera House, Aledo; St. Clair and Liberty, E. St. Louis; Palace, Pana; Liberty, Vandalia; Palace, Nahomis.

Indiana

Angola, Angola; Dixie, Evansville.

Iowa

Princess, Boone; Princess, Oskaloosa; Crystal and Amuzo, Muscatine; Royal-Elite, Le Mars.

Kansas

Royal, Valley Falls.

Louisiana

Bailey Circuit, Bunkie; Ferryday; Oakdale; Winfield; Opelousas, Tallula; Cedar Grove, Cedar Grove; Strand, Alexander City, La.

Maryland

Hippodrome, Baltimore.

Minnesota

Strand-Nicholas, Fairmount; Triangle, Howard Lake; Happy Hour, Jasper; State, Jackson; Rex, Watertown.

Missouri

Regal, Elvins; Strand, St. Charles; Royal, Pacific; Star, Senate, Rivoli, O'Fallon, Baden and Excello, St. Louis.

Nebraska

Bennett, Auburn; Auditorium, Exeter.

New York

Rivoli, Syracuse; American, Canton.

North Carolina

Seabreeze, Beauport; Wades, Morehead; Masonic, New Bern; Strand, Monroe.

Ohio

New Rex, Steubenville; Alhambra, Canton; Harris, Findlay; Ohio-Majestic, Mansfield.

South Carolina

Lyrica, Honea Path.

Texas

E. Texas Theatres Circuit, Beaumont; Pt. Arthur; Orange; Nacogdoches; Jacksonville; Henderson; Kilgore; Longview; Marshall.

Virginia

Capitol, Portsmouth; Olympic, Alexandria; Attucks-Regal, Norfolk; Manhattan, Norfolk; Rialto, Newport News.

Wisconsin

Star, Fudenick.

Wyoming

Crystal, So. Superior; Hanna, Hanna.

"Star Witness" Strong Card at Winter Garden

Total $357,572 for 12 Theatres

"The Star Witness," is showing real strength in its second week on Broadway after its big opening last week, "Politics" is holding up well at the Capitol, Broadway, and "An American Tragedy" is off to a good start at the Criterion.

"The Star Witness," breaking in the heels of New York's baby massacre, was good for $44,969 in its opening six days and this week is continuing its good draw. "Politics" boosted the Capitol to $78,280 last week and is holding up nicely this week. "Transatlantic" helped the Roxy to around $85,000, after its sharp dip on the return showing of "Sunny Side Up," which cut the gross to an estimated $39,800. "Honeymoon Lane" slipped at the Paramount to $46,200.

Estimated takings for the week ending August 6.

"A FREE SOUL" (M-G-M)
ASTOR (1,120), 50c-$2, 9th week, 7 days. **Gross:** $12,688.

"POLITICS" (M-G-M)
CAPITOL (4,700), 35c-$1.50, 7 days. Stage show. **Gross:** $78,280.

"AN AMERICAN TRAGEDY" (Para.)
CRITERION (850)—50c-$2.00, 4 days. **Gross:** $10,700.

EMBASSY (All Newsreel)
EMBASSY (598), 25c, 7 days. **Gross:** $8,011.

"THE PUBLIC DEFENDER" (Radio)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $23,000.

"HONEYMOON LANE" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $46,200.

"THE TRESPASSER" (U. A.) and "BULLDOG DRUMMOND" (U. A.)
RIALTO—(1,904), 25c-50c, 7 days. **Gross:** $5,800.

"THE SMILING LIEUTENANT" (Para.)
RIVOLI—(2,103), 40c-$1, 3rd week, 7 days. **Gross:** $20,200.

"TRANSATLANTIC" (Fox)
ROXY—(6,200), 50c-$1.50, 8 days. Stage show. **Gross:** $85,000.

"THE RECKLESS HOUR" (F. N.)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $20,342.

"THE IMMORTAL VAGABOND" (Talking Picture Epics)
WARNERS—(1,490), 35c-75c, 7 days. **Gross:** $2,382.

"THE STAR WITNESS" (Warners)
WINTER GARDEN—(1,493), 6 days. **Gross:** $44,969.

"BUY RIGHT—BUT BUY NOW"

Arthur in New Low Cost Feature Project

George K. Arthur who is again teamed with Karl Dane in a series of four two-reel comedies, completed this week at Paramount's New York studio, sails August 26, for a six-weeks sojourn abroad. While enjoying this vacation, the comedian will combine pleasure with work. In association with several independent Hollywood workers, Arthur is planning to produce another inexpensive feature on the order of "The Salvation Hunters."

It is tentatively titled "The Crossing" and many of the scenes will be shot on shipboard while en route to Cherbourg. Arthur will be accompanied by a sound cameraman. He expects to join his wife and daughter at the French port.



9.00 A. M. Aug. 11

10.45 A.M.

12.00 Noon

First print of "East of Borneo," the picture with the greatest jungle thrills ever screened, reaches Universal's Home Office.

Universal Executives, in the "I-hope-it's-true" attitude created by the glowing reports from the studio and the rave reviews that followed the Coast preview, seat themselves in the projection room.

Everybody bursts out of the projection room wild with enthusiasm . . . Shouts of "Great!" . . . "Big!" . . . "A Thriller!" . . . "A Knockout!"

—and FROM NOW ON you'll be hearing of the amazing box-office performance of this great Universal Picture.

With **ROSE HOBART**
CHARLES BICKFORD
Lupita Tovar, Georges Renavent.
Produced by Carl Laemmle, Jr.
Directed by George Melford.
Presented by Carl Laemmle.

EAST OF BORNEO

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 63 NEW YORK, THURSDAY, AUGUST 13, 1931 TEN CENTS

First Test of Zoning Agreements Launched

A Turn in the Road

THE decentralization of operation of Fox Theatres, announced yesterday by Harry C. Arthur, general manager of Fox Theatres corporation, is a movement which challenges the attention of the industry.

THIS move comes in sharp contrast to the determined trend of the past few years under which large-scaled unit operation was aggressively, and even frantically, sought after. Theoretically, large-scaled unit operation of theatres, patterned in plan after grocery and drug store chains, was most attractive; practically, it would appear from the Fox move, it is not without serious handicaps and difficulties.

THE decentralization of the Fox Theatres may be taken as notice to the trade that the great theatre circuit movement which for some time hovered over the industry as either a benefaction or a disaster—dependent upon the viewpoint of the particular observer—has definitely come to rest.

MARTIN QUIGLEY

Chi Exchanges Worry While Films Pile Up

No Break Yet as Both Sides Hold Ground

Chicago—Compromise proposals made at meetings of independent exhibitors and representatives of the operators' union yesterday were rejected, both sides standing pat in the controversy.

CHICAGO—Closing of more than one hundred Chicago theatres threatens to disrupt local protection schedules and presents exchanges with one of their most perplexing problems in years.

Bookings of the one hundred-odd theatres have been cancelled pending a settlement of the two-operator dispute with the Chicago projectionists' union which will permit the theatres to reopen. Meanwhile, the theatres which have remained open are requesting adjustments of release schedules to conform with the present situation, and exchange managers are faced with the problem of disrupting city release schedules temporarily or else having large quantities of film

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

One-Man-in-Booth Pittsburgh Demand

PITTSBURGH—Independent theatre owners of Pittsburgh are demanding the elimination of one man in the booth of union houses. The present contract with the projectionists expires September 1, and committees representing both the exhibitors and projectionists are holding many meetings in the hopes of reaching an agreement.

Expanding

Pittsburgh — Paramount-Publix, which took over 11 theatres in the Western Pennsylvania section on August first, is planning to add more theatres in this territory to its circuit. Theatres now under the Publix management include: Capitol, Mischler and Olympic, Altoona; Grand and Bradford, Bradford; Senate, Ambridge; Grand, State and Strand, Johnstown; Capitol and State, Butler.

Fox Chain Break-up Effective Aug. 31; New Setup Outlined

Fox's plan to decentralize its circuit into regional units will be put into effect August 31, Harry C. Arthur, general manager of the circuit, yesterday told MOTION PICTURE DAILY. Between 140 to 160 theatres will be split up into territorial units, he said. This list does not take in the 38 up-state New York houses which are being sold to Mike Comerford.

Under the new plan there will be

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Rinzler Leaves Fox For Partnership

Sam Rinzler, division manager for Fox Brooklyn and Long Island theatres since these houses were taken over by Fox Metropolitan, has resigned to operate the 17 theatres he and Frisch recently acquired in Brooklyn from Fox. His territory will be divided between Harry Woodin and Harry Goldberg, the former adding to his supervision the Long Island houses, and the latter the Brooklyn group. The resignation becomes effective August 31.

"BUY RIGHT—BUT BUY NOW"

Seek Clara Bow for Publix Circuit Tour

Publix is dickering for a personal appearance tour of Clara Bow for the entire circuit. The offer probably will be turned down as the star isn't ready yet to talk business, intending to stick to pictures.

N. J. Indies Blame Circuits for 2 Bills

Move for elimination of double featuring in New Jersey will be hastened provided the circuits fall in line, independent theatre operators declare. Circuits of Warners, RKO and Fox are represented with approximately 100 theatres in that state, 75 per cent of which now are playing twin bills, it is said.

Independent exhibitors, anxious to

(*Continued on page 6*)

Restraint of Trade Is Charged in U. S. Court Action

LINCOLN, Neb.—First action to determine the legality of zoning agreements made by distributors and exhibitors, in cases where a certain group of exhibitors were not represented in negotiating the agreement, was instituted in Federal Court here yesterday when charges of illegal combination and conspiracy in restraint of trade were filed against all Omaha exchanges, their managers, Publix and the M. P. T. O. of Western Iowa and Nebraska.

Plaintiff in the action is W. N. Youngclaus, Madison, Neb., exhibi-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Warner Oppositions Getting M-G-M Films

CLEVELAND—So far as is known by the local M-G-M exchange, all M-G-M contracts made this year with Warner opposition houses in this territory are being approved intact. When M-G-M and Warners failed to get together on a proposition, the Cleveland M-G-M branch set out to sell all Warner opposition houses in the territory. They closed contracts in every town except those which Warner Brothers controlled. No no-

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Boles-"U" Differences To Come Up Friday

HOLLYWOOD—Controversy between John Boles and Universal over the star's contract is expected to be acted upon Friday when his option comes up for consideration. Boles is said to be drawing $3,000 weekly with a guarantee of $100,000 yearly whether or not he works, and Universal is said to be seeking elimination of the guarantee. Boles has not appeared in a picture

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Paramount, Nancy Carroll Settle Row

HOLLYWOOD—Nancy Carroll and Paramount have settled their difficulties. She stays on at the same salary, said to be $800 weekly and with her bonus continued. The system gave her around $3,000 weekly last year and it is expected to be more this year.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 13, 1931 No. 63

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston,* Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford,* Manager.

London correspondent: *W. H. Mooring,* The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent: *Alfred Weiner,* "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Short Subjects on Meyer-Rieger List

In addition to producing its own trailers, Meyer-Rieger will enter the short subject field. Production of novelty shorts are planned by Louis Meyer with the number as yet undecided. These shorts will be turned over to franchise holders in various territories for distribution. The subjects will be made in the studios at 630 Ninth Ave.

"BUY RIGHT—BUT BUY NOW"

Eastman Pays 75c As Extra Dividend

Eastman Kodak Co. has declared its usual extra dividend of 75c a share on the common stock in addition to the regular quarterly payment of $1.25 a share on the issue. Both dividends are payable Oct. 1 to stock of record Sept. 3. The company has paid the 75c extra dividend each quarter since 1925. In 1924 extras of $3.50 were paid and in 1923, $2.50.

"BUY RIGHT—BUT BUY NOW"

No Negotiations on For Fox L. I. Houses

Reports that Louis Frisch and Sam Rinzler were the latest bidders for the Fox string of 18 theatres on Long Island were emphatically denied yesterday by Harry C. Arthur, general manager. Various exhibitors have been mentioned as dickering for the Long Island group but Arthur said that "no one is negotiating for these houses."

"BUY RIGHT—BUT BUY NOW"

Goldstone Coming East

HOLLYWOOD—Phil Goldstone, who recently resigned as studio production chief to enter production on his own, plans to go to New York late this month.

"BUY RIGHT—BUT BUY NOW"

Returning Next Month

HOLLYWOOD—Esther Ralston, (Mrs. George Webb) plans to resume film work next month. A daughter was born to her Tuesday.

Chi Exchanges Worry While Films Pile Up

(*Continued from page* 1)

lying unused pending the sought for labor settlement.

An even more serious problem is in prospect if the theatres remain closed for any extended length of time. In the event the theatres do not reopen until September the entire list of August releases may go unplayed in the more than one hundred theatres now closed, as it is an improbability that the reopened theatres would consent to playing August releases during September when other theatres will be playing the new season's product.

There is also a legal problem involved, several exchange managers say, in deciding whether or not the theatre closings come under the "strike" clause in the contracts relieving the exhibitor from rental liability. Meanwhile, rental losses to exchanges are estimated here at more than $25,000 weekly because of the closings.

"BUY RIGHT—BUT BUY NOW"

Fight Sunday Shows At Cleveland Heights

CLEVELAND—Representatives of the Parent-Teacher Council and Women's Civic Clubs are preparing to circulate petitions asking Cleveland Heights council to rescind its vote of 6 to 1 favoring Sunday films. Although favoring "blue Sundays," Mayor Frank C. Cain stated that the opposition would have to have at least 9,000 signatures to counterbalance the 9,000 signatures in favor of Sunday films.

"BUY RIGHT—BUT BUY NOW"

Warners' Dividend

Warner Bros. Pictures have declared a regular quarterly dividend of 96¼ cents on the preferred stock payable September 1 to stock holders of record August 21.

Exit Girl Ushers

OTTAWA—The last of the girl ushers have disappeared from the circuit theatres of Canada. The final feminine stronghold, insofar as the big organizations are concerned, was Keith's here, where young ladies in pajamas guided male patrons and others along the narrow path. With the opening of the house as the RKO-Capitol this month, masculine youths will do the aisle parading, a new staff having been engaged.

Heart Attack Proves Fatal to Sam Coston

CHICAGO—Sam Coston, Warner theatre manager and former Chicago independent exhibitor, died at the Lake Geneva home of his brother, James Coston, head of the Coston Booking Circuit and district manager of Warner theatres here. Death was attributed to heart disease.

"BUY RIGHT—BUT BUY NOW"

Paramount Postpones Wellman Marine Film

HOLLYWOOD—"Come On, Marines" has been postponed indefinitely by Paramount. The reason given is that William Wellman must be returned September 5 to Warners and Paramount feels he is best qualified to direct the picture.

"BUY RIGHT—BUT BUY NOW"

Conflict on Name

TORONTO—Just the suggestion of difficulty has arisen for the Community Theatres of Canada Limited, Toronto, the new independent group over the selection of the name of the company. The owner of the Community Theatre at Halifax, N. S., has pointed out that the title conflicts with the name of his theatre. It is stated, however, that the new company has been granted a charter from the Ontario government and the name of the company was found acceptable to the government.

G. T. E. Hits New Low in Off Market

	High	Low	Close	Net Change	Sales
Consolidated Film Industries pfd	14	14	14	— ¾	200
Eastman Kodak	142	138½	139	—1½	4,700
Fox Film "A"	13⅛	12½	12½	— ⅜	14,000
General Theatre Equipment new	2⅛	1⅞	1⅞	— ⅛	42,800
Loew's, Inc	47⅜	45¾	45¾	— ¾	6,800
Loew's, Inc., pfd	91½	91½	91½	— ½	100
M-G-M pfd	25½	25	25	.....	400
Paramount Publix	23⅞	23	23	— ⅞	4,000
Pathe Exchange	1½	1⅜	1½	+ ⅛	900
Pathe Exchange "A"	6½	5¾	6¼	+ ¾	2,200
RKO	14¾	13¾	13⅞	— ¼	10,100
Warner Bros.	8⅛	7¼	7¾	+ ¼	27,300

Curb Issues Quiet

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅝	2¼	2⅝	+ ⅛	400
General Theatre Equipment pfd	4¼	3⅞	4	— ⅜	1,900
Technicolor	7	7	7	+ ½	300
Trans Lux	5	4¾	4¾	— ⅛	1,900

Bond List Spotty; W. B. Up 2½ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	22½	20⅞	22½	+2⅜	26
Loew's 6s '41 ex war	98⅝	98½	98½	+ ¼	4
Paramount Broadway 5½s '51	102¼	102½	102½	— ¼	1
Paramount F. L. 6s '47	88⅛	88	88	—1¾	4
Paramount Publix 5½s, '50	79	79	79	— ¾	1
Pathe 7s '37 ww	94	93	93	—1	15
Warner Bros. 6s '39 wd	52½	47¾	50	+2½	94

Purely Personal

LOU B. METZGER and Mrs. Metzger last night were hosts at their Port Chester home to Miss Lillian Gutterman and the following Columbia executives and their wives: Rube Jackter, Lou Weinberg, Hal Hodes, Irving Wormser, Abe Schneider, Milt Hannock.

LOUIS K. SIDNEY, Loew executive and production chief of the Capitol Theatre, is very proud of his young son, George, and justly so. George, age 14, while fishing with his Dad 40 miles at sea off Montauk Point, caught a 51-pound tuna fish. L. K. guarantees this is no fish story.

GEORGE R. BATCHELLER, president of Chesterfield Motion Picture Corp., has left for the coast to start production of Chesterfield's next subject, entitled "Grief Street."

VIOLA IRENE COOPER, literary agent in film sales, says she has discovered an unpublished Mark Twain manuscript, a play titled "The End of the World."

ISLIN AUSTIN of the Columbia scenario department has returned from the Coast.

"BUY RIGHT—BUT BUY NOW"

Stipulate German Name on Theatre

CINCINNATI—Dr. Fritz Witte, editor of Freie Press, local German daily, has secured a franchise from Tobis and Ufa to play both products in the Continental Theatre, formerly the Royal, which he recently acquired. Both companies had withheld franchises until they were given the assurance of the exhibitor that he would display company trade names and insignia on the front of the house. This is said to be the first compromise in booking arrangements between these companies for an American theatre.

The Continental is now closed for the installation of sound and ventilation equipment and will reopen September 15.

"BUY RIGHT—BUT BUY NOW"

Named Contact Man For Pitts. Exchanges

PITTSBURGH—Owing to the discontinuance of the Pittsburgh Film Board of Trade, John J. Maloney, M-G-M manager, will serve as secretary to officiate as contact man between local exchanges and the Philadelphia board which is to take over the duties of the local board.

"BUY RIGHT—BUT BUY NOW"

Cast Opposite Chatterton

HOLLYWOOD—Ivor Novello, young actor-author-manager from England, has been borrowed from M-G-M by Paramount to portray a leading male role opposite Ruth Chatterton in the star's new vehicle, "Once a Lady."

"BUY RIGHT—BUT BUY NOW"

To Reopen Sept. 5

Charles Schwartz reopens the Oxford, Brooklyn, with burlesque and pictures September 5.

"HEY! GIVE US the SPOTLIGHT!"

The first three M-G-M new season releases continue our amazing hit record!



SURE, those three Summer Steppers are great—
BUT, wait till you see these Fall Flappers grab the spotlight—

PARDON US—Laurel-Hardy feature comedy knocks Houston for a loop. Laurel-Hardy leap into front-rank feature class!

THE SQUAW MAN—Cecil DeMille's thrill drama takes the top dough in Providence. Warner Baxter, Lupe Velez in Big Cast!

GUILTY HANDS—Coast preview sensational. Critics rave. Lionel Barrymore's crowning dramatic effort. Watch!

One, two, three—and that's just a starter!

Are You All Set For Another METRO-GOLDWYN-MAYER YEAR?

HOT OR NOT, IT'S KNOCKING RECORDS COLD!

RKO PATHE presents CONSTANCE

BENNETT

THE COMMON LAW

With JOEL McCREA, Lew Cody, Robert Williams, Hedda Hopper, Marion Shilling.
From the novel by Robert W. Chambers. Screen Play by John Farrow.
Directed by PAUL L. STEIN.
A CHARLES R. ROGERS PRODUCTION
ASSOCIATE PRODUCER, HARRY JOE BROWN

RKO PATHÉ

The Old Fightin' Cock crows every Fridoy night 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coost stations!

'Common Law'
$40,000 Best
on Broadway

VARIETY

'Common Law'
$35,000 Chi.
State-Lake

VARIETY



'Common Law'
Rocks Philly
With $44,000

MOTION PICTURE
DAILY

'Common Law'
Week's Best
At Beantown

MOTION PICTURE
DAILY

$16,500 Best
In Omaha, for
'Common Law'

MOTION PICTURE
DAILY

'Common Law'
$14,000 Best
Portland Bet

MOTION PICTURE
DAILY

'Common Law'
Is Pacemaker
For Houston

MOTION PICTURE
DAILY

Albany Heat
Can't Block
'Common Law'

MOTION PICTURE
DAILY

First Test On Zoning Is Launched

(*Continued from page* 1)

tor, who claims his theatre is outside the protected zone by one mile but that Publix included him in the protection radius to get 90 days' protection for its houses at Norfolk.

Youngclaus says that the alleged conspiracy has for its purpose the control of distribution of film in Nebraska and Western Iowa.

The action brought yesterday at Lincoln, Neb., by W. N. Youngclaus is the result of the zoning plans instituted last year, under which it was proposed to zone all exchange territories. A zoning agreement was made at Los Angeles between distributors, affiliated and unaffiliated exhibitors. In a number of other spots, agreements were reached, but after Allied States Association repudiated all protection agreements, threatening appeal to the government against the zoning moves in which it refused to participate, zoning was discontinued in most territories.

In Los Angeles, the unaffiliated group withdrew from participation on the continuing committee provided in the protection agreement, insisting this move canceled the agreement.

"BUY RIGHT—BUT BUY NOW"

Fox Circuit Split-Up Effective Aug. 31

(*Continued from page* 1)

a tremendous saving. The home office staff will be eliminated with bookers to be assigned to a theatre in their respective districts where they will make headquarters.

Change in the operative plan of Fox theatres is for the purpose of giving stability to local operation. In setting up local boards of directors leaders of the various communities will lend their support in suggesting plans or ideas for better operation of the theatres. The local complexion of operation with general managers in charge of full operation is said to be the first time any circuit has ever put such a plan into effect.

The new set-up of division managers is as follows: Harry Woodin, Manhattan, Bronx and Long Island; Harry Goldberg, New Jersey and Brooklyn; Marshall Taylor, Albany and Buffalo; Herschel Stuart, New England Division; H. J. Fitzgerald, Midwesco and Chicago. The de luxe theatres will continue under the management of the following: Charles E. Kurtzman, Roxy, New York; Monty Salmon, Fox Brooklyn; William H. Raynor, Fox Detroit; Harry Crull, Fox Washington, and Harry Greenman, Fox St. Louis.

"BUY RIGHT—BUT BUY NOW"

Warner Oppositions Getting MGM Films

(*Continued from page* 1)

tification has been made either to the local distributing office or to the exhibitors who entered into contracts with M-G-M of any plan to break these contracts.

"BUY NOW" SALES

The National Circuit of San Francisco, with eight houses, has purchased Universal features 100 per cent. The contract was arranged between Kenneth Hodkinson of the Universal San Francisco exchange and L. R. Crooks. The houses are the National of Madera, California, the Strand of Modesto, the National of Modesto, and the Modesto of Modesto; the American of San Jose, the National of Marysville, the National of Stockton, and the National of Woodland.

A contract has been arranged between Harold Fitzgerald, District Manager for Fox in Chicago, and Henry Herbel, Universal's Chicago exchange manager, securing Universal product for the Fox house in Chicago. The houses are the Sheridan, Terminal, Portage Park, Midwest, the Commercial and the Crown.

Contracts have been signed between Dave Bershon of the Hughes-Franklin Circuit and R. J. Cadman, exchange manager and W. J. Heineman for Universal, at Los Angeles, setting Universal product in the entire Hughes-Franklin chain. In addition to the house in Los Angeles, the chain includes the Babcock, Regent and Lyric Theatres in Billings, Montana and Our Theatre in Bellingham, Wash., the Yakima Theatre of Yakima, Wash., and the following houses in the Los Angeles territory: the Melrose, Riviera, Metro and Leimert of Los Angeles, the Chief of Hollywood, the Studio and Mirror of Hollywood, the Pico of Westwood, Belevedere and New of Whittier, Boulevard and Oxnard of Oxnard, Largo of Watts and the Orange Theatre of Orange, Calif.

CINCINNATI—William Calloway of RKO-Pathe has signed six theatres for the company's line-up of shorts and features. The theatres are the Rialto, Scarboro; Freeman, Northfolk; War, War; Ferguson, Charleston; Rialto, Kimball; Hippodrome, Delberton.

ATLANTA—The following ten situations have been signed by RKO-Pathe for features and shorts: Alexander City, Albertsville, Attalla, Boaz, Guntersville, Union Springs, Tuskegee, Troy, Carbon Hill and Winfield.

"Hell Below Zero," featuring Garveth Wells, humorist, explorer, has been booked through Talking Picture Epics, Balabon and Katz—Publix houses in the Chicago territory and is running in the Roosevelt Theatre, Chicago, with Huckleberry Finn.

COLUMBUS—Eleven theatres in this vicinity have signed up for RKO-Pathe's complete line-up of 1931-32 product. The houses are: Palace, Lancaster; Orpheum, Exina; La Max, Wilmington; Empress, Garden, Grandview, Hudson, Alhambra, Royal, Ogden, Columbus; Salem, Dayton.

The Allied Film Exchanges, Inc., of Oklahoma City have booked Big 4's Westerns for 1931-1932 in Quinton, Oklahoma City, Sapulpa and Eufaula, Oklahoma. H. K. Buchanan closed the deal.

Aid Unemployed

Mayor Frank Hague of Jersey City has just issued a printed report of the result of the activities of the committee gotten up to relieve the unemployment situation in his city. According to it independent exhibitors will be prominent in the campaign. At Warner Bros. Stanley Theatre a special bill was presented and the theatre management was enabled to turn over $1,928.35 to the Mayor's committee. The Majestic earned $900.35 for the fund and at the Palace $45.90 was realized.

Operators' Union Handing Out Toys

Something brand new in union opposition to theatres operating on the open shop policy is being sponsored by Sam Kaplan, president of Local 306, in the battle between that local and the Ochs' New York theatres.

Each week several women visitors cover the nine neighborhoods served by the open shop theatres, carrying toys for distribution to the children of the families usually patronizing the houses. One week it was a wooden paddle with rubber ball attached. Another week it may be a checkerboard; perhaps the next week a doll or some other attractive toy. Whatever the article given away there is prominently attached the advice to enjoy the toy instead of going to the boycotted theatre.

Union officials profess themselves as highly pleased with this type of campaign which they claim is getting most satisfactory results.

"BUY RIGHT—BUT BUY NOW"

"Bought" Clicking On Early Bookings

Warner Bros. reports that on its pre-release bookings, Constance Bennett in "Bought" has been clicking at a rate which would indicate that it is going to be one of the big money pictures of the new season. In three days at the Garde, New London, it has grossed $1,400 above the same period for the previous week; at the Capitol, Springfeld, Mass., $2,000 above the same period the previous week; while at the Strand, Syracuse, it has, in five days doubled the receipts for the same period last week

"BUY RIGHT—BUT BUY NOW"

Boles-"U" Differences To Come Up Friday

(*Continued from page* 1)

since "Seed" some 18 weeks ago. A proposed settlement is for Boles to appear in a fixed number of pictures yearly.

"BUY RIGHT—BUT BUY NOW"

RKO Park Lane Opening

The latest theatre acquisition by the RKO circuit in Manhattan inaugurates its first program Saturday when the Park Lane, 89th street and First avenue, opens with "The Common Law." It has a seating capacity of 2,500.

"BUY RIGHT—BUT BUY NOW"

Schwartz Takes Second

A. Schwartz, operator of the Pastime, has acquired the Lyric, Bronx.

"Politics" Is Big Shot of Coast's Week

Total $168,900 for 12 Theatres

LOS ANGELES—"Politics" was the big noise here last week giving Loew's State a sensational take of $38,400, which is $11,400 above the average. "The Common Law" held up nicely at the Orpheum, finishing its second week with $15,000. "Huckleberry Finn" failed to hit the house average at the Paramount. "Young as You Feel" did well for a third week at Grauman's Chinese while "Tabu" at the Pantages Hollywood was off considerably.

Estimated takings for the week ending August 12 and year-round weekly averages:

"ESCALAVAS DE LA MODA" (Fox)
CALIFORNIA INTERNATIONAL — (2,000), 25c-50c, 7 days. **Gross:** $5,000. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, (5th week.) 7 days. George Stoll and Band. **Gross:** $11,000. (Average, $12,-500.)

"YOUNG AS YOU FEEL" (Fox)
FOX CRITERION—(1,652), 35c-65c, (3rd week), 6 days. **Gross:** $8,700. (Average, first week, $10,000.)

"YOUNG AS YOU FEEL" (Fox)
GRAUMAN'S CHINESE — (2,030), 25c-65c, (3rd week), 6 days. **Gross:** $8,600. (Average, $8,000.)

"POLITICS" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. "Five Races" Idea. **Gross:** $38,400. (Average, $27,000.)

"THE GREAT LOVER" (M-G-M)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show. **Gross:** $16,000. (Average, $16,000.)

"THE COMMON LAW" (RKO-Pathe)
ORPHEUM—(2,750), 35c-65c, 7 days, (2nd week.) **Gross:** $15,000. (Average, for first week, $16,000.)

"TABU" (Para)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Black & White" Idea, news. **Gross:** $9,200. (Average, $15,-000.)

"HUCKLEBERRY FINN" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days Oscar Baum and Stage revue. **Gross:** $21,-500. (Average: $25,000.)

"ALWAYS GOODBYE" (Fox)
RKO—(2,700), 35c-65c, 7 days. News, 5 acts RKO vaude. **Gross** $14,000. (Average, $15,000.)

"THE RECKLESS HOUR" (Warners)
WARNER BROS. DOWNTOWN—(2,400) 7 days, 35c-50c. **Gross:** $10,500. (Average, $15,000.)

"THE RECKLESS HOUR" (Warners)
WARNER BROS. HOLLYWOOD — (3,000, 7 days, 35c-50c. **Gross:** $11,000. (Average, $14,900.)

"BUY RIGHT—BUT BUY NOW"

N. J. Indies Blame Circuits for 2 Bills

(*Continued from page* 1)

wipe out two-ply bills, are considering putting in vaudeville and stage attractions. However, many are holding back claiming that the circuits with first run representation in the majority of situations are double featuring and it would be suicide for the independent second runs to drop the practice. A number of independents in first run spots are holding down the single feature program, but in those instances the circuits afford no opposition.

"BUY RIGHT—BUT BUY NOW"

Sullivan to Coast

J. J. Sullivan, Fox Theatres' film buyer, has left for the Coast.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 64 NEW YORK, FRIDAY, AUGUST 14, 1931 TEN CENTS

Big Operators Gain by Ruling On Income Tax

But Small Exhibitors Lose on 5-Year Plan

Offering estimated saving of $3,000,000 to $4,000,000, for large theatre operators and producers, and an unestimated loss to small theatre operators, the internal revenue department in New York has placed on a five-year basis depreciation write-off on "original sound equipment" in computing tax returns.

The smaller exhibitor who has been writing off cost of installation over a period of only two years will, it is understood, be placed on a five-year basis, with the prospect in view of making additional payments to the government on taxes for 1929 and

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Judge Rules Buyer Must Keep Operator

OKLAHOMA CITY—Union operators here won a victory when District Judge R. P. Hill ordered D. G. Johnson, owner of the Isis, second run house, to use union operators, under contract made with the union by the former owner. Johnson, who bought the theatre three weeks ago from the Griffith Amusement Co., said he would close the house to defeat the injunction.

One hundred members of the union

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

Copyright Suits Are Filed in New Orleans

NEW ORLEANS—Unauthorized holdover of pictures is charged in Federal suits for damages brought here against Ernest Loehringer, operator of the Temple and People's Theatres at Baton Rouge by M-G-M, Fox, Warners and Vitagraph.

The actions are brought under the

(*Continued on page 7*)

New Ruth Offer

Hollywood—Paramount has a proposition to submit to Ruth Chatterton in a few days. If she accepts, her Warner contract will be abrogated, it is said. Her advisors are silent pending advice as to the terms to be offered.

Want Fox Included

Sales policies of Fox are objected to by 11 of the 21 exhibitor units, representing both M.P.T.O.A. and Allied affiliates, which have promised to attend the national protest meeting against M-G-M sales policies scheduled for New York.

These exhibitors object to the substitution latitude given Fox under its contract, stating that they are not sure of getting a large percentage of the stars and stories upon which they base purchase of the product.

25 More Chi Houses Dark Next Monday

CHICAGO—Twenty-five more theatres on Monday will join the ranks of the 107 now dark in protest against the two-man edict of the Chicago operators' union. Meanwhile, both sides are holding their ground, operators insisting that only on a two-man basis can peace be secured, and exhibitors just as insistent that they will reopen only if granted the one-man concession.

Four of the dark houses reopened

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Color Film Return Predicted by Nemec

Comeback of color film next year is forecast by Frank Nemec, president of Photocolor, who says that negotiations now under way for use of his firm's process indicate a definite trend toward color. Photocolor, he says, has been marking time in order to improve its process, but will start activity in September. The company

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

Sloane Quits to Get "Perspective on Life"

HOLLYWOOD—Paul Sloane will retire after making "The Lost Squadron" for Radio. He says he is tired of the picture business and is retiring to "regain my perspective on life."

Radio is paying Dick Grace, stunt flyer, $20,000 for the story of "The Lost Squadron" and has taken an option on his next story for $35,000. He also has been assigned leading role in the picture.

CALL FOR PROTEST MEET IS SOUNDED

Allied Backs Zoning Test In Nebraska

Suit brought at Lincoln, Neb., to test the legality of protection in the Omaha territory is backed by Allied States Association and is the first of two test suits scheduled to be instituted in Allied territory. Allied contends that protection agreements in cases where a certain group of exhibitors are not represented in the negotiations are illegal. The organization has taken a stand against any kind of zoning agreements.

Plaintiff in the Lincoln suit is W. N. Youngclaus, Madison, Neb., exhibitor, who brought complaint in Federal Court charging Omaha exchanges, their managers, Publix and the M.P.T.O., of Western Iowa and Nebraska with conspiracy in restraint of trade.

CHICAGO—Allied is doing all it can to get rid of protection, W. A. Steffes said in commenting on the subject. He refused to comment on report that Allied was backing the Lincoln, Neb., test suit on protection.

"BUY RIGHT—BUT BUY NOW"

Chase Official New Executive at Fox

Charles E. Richardson, from the investment service department of the Equitable Trust Company, subsidiary of the Chase National Bank, is to join the executive staff of Fox Films. No official announcement of the connection has been made but it is expected that a formal statement will be forthcoming next week.

Richardson was unavailable for a statement and none was to be had from the Fox offices, or those of the

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

Rinzler and Frisch After 18 in L. I.

With Sam Rinzler resigning from Fox Theatres August 31 to join Louis Frisch, his partner, in operation of 17 Brooklyn houses, reports continue that in addition to acquisition of another group of Brooklyn theatres on September 1, the partners are dickering

(*Continued on page 7*)

"Philly" Zone Unit Asks National Confab on M-G-M Policy

Protest meeting of exhibitors against sales policies and contracts of M-G-M, to be held in New York at an early date, is asked in a call sent to exhibitor units throughout the country by the M. P. T. O. of Eastern Pennsylvania and Southern Delaware. Date of the meeting is to be set within the next three days, it is promised.

Every exhibitor organization in the United States has been requested to attend the protest meeting regardless of affiliation. To date, it is reliably learned, 21 associations have expres-

(*Continued on page 6*)

MPTOA Not Advised On Protest Meeting

Proposed national protest meeting of exhibitors against sales policies of M-G-M has not been brought to official attention of the M. P. T. O. A. Under the usual procedure, the matter would have to be submitted to the president and board of directors before any stand on the proposed meeting could be taken.

Myers to Attend Meeting in New York

CHICAGO—Abram F. Myers, president of Allied States Association, here for conferences with W. A. Steffes, H. M. Richey and Aaron Saperstein, on the Chicago operator strike and other Allied matters, plans to attend the proposed national protest meeting against sales policies of M-G-M. Allied in a recent bulletin attacks contracts of M-G-M and Fox and decries the lack of general adoption of clauses agreed to at the 5-5-5 conferences.

Score Charges on Pan

Score charges will be one of the subjects discussed at the national protest meeting to be held in New York at the suggestion of the Eastern Pennsylvania and Southern Delaware exhibitor unit. Agitation for elimination of the score charge is being made by all of the 21 units which so far have signified their intention of being represented at the New York meeting.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 3 August 14, 1931 No. 64

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

6-Month Dividend Passed by Union

SYDNEY—Requiring $70,000 to pay the guaranteed preference dividend, directors of Union Theatres Investments, Ltd., have been compelled to notify preference shareholders that the usual half-yearly dividend must be deferred. In a circular, the directors state that negotiations have proceeded with a view to stabilizing the finances and trading activities of Union Theatres, Ltd., for which the company is guarantor. Until those negotiations are successfully concluded, no funds are available for distribution.

In further explanation, the directors state, that, in common with other businesses, U. T. Investments is passing through a particularly difficult period, and the immediate outlook shows no sign of improvement.

"BUY RIGHT—BUT BUY NOW"

Dropping Spanish Films

Spanish talking pictures will be discontinued at the San Jose, 110th street and Fifth ave., for legitimate Spanish productions on September 1. Talent and entire production units will be imported from Spain by Manhattan Playhouses. In changing the San Jose policy the Spanish pictures will be shunted to the Regan on 116th street. The Mt. Morris will add five acts of vaudeville in addition to picture programs.

"BUY RIGHT—BUT BUY NOW"

Incorporations

DOVER, Del.—Charters were filed here by:

Convex Screen Corp., to "do general moving picture business." Capital, $100,000. Represented by C. S. Peabbles, L. E. Gray and H. H. Snow of Wilmington, Del.

New Screen Corp., to "do general moving picture business." Capital, $1,100. Represented by C. S. Peabbles, L. E. Gray and H. H. Snow of Wilmington, Del.

The Western Television Corporation of Chicago, increased its capital from 100,000 to 1,100,000 shares.

Purely Personal

JOHN CALLA, manager of the Valentine and Strand in Canton, O., is accepting a bushel of wheat in place of the regular admission fee. It is being ground at a local mill and distributed by the Salvation Army among the needy of the city.

J. J. GREENE has become manager of the Lou-Mo Theatre in Louisiana, Mo. He will also supervise the operation of theatres in Morganfield, Ky., and Vandalia, Mo.

GEORGE GERHARD has received a wire from the Coast on Billie Dove's "Age for Love" and from indications it may mean the comeback for the star.

PAUL BURGER has been keeping it a secret. He formerly was a member of the staffs of Harper's Weekly and Collier's. That's before he decided to sell fillums.

MAURICE BARON, conductor of the Roxy symphony orchestra, sails tomorrow on the *Paris* for a visit to his native France.

HELEN MACK, Broadway stage player, has left for the Fox Coast studios. She was signed in New York while Winfield Sheehan was here.

COLIN CLIVE arrives in New York on the *Aquitania* Friday en route to Universal City, where he will appear in "Frankenstein."

ED FINNEY of United Artists had to cut his vacation short due to rush of work on advertising of new season pictures.

CREED NEEPER of the Harold Lloyd office was the entertainment committee during the New York visit of Harold's mother.

HARLEY L. CLARKE week is to be observed by Fox theatres beginning September 13 in honor of the company president.

"New Show Year"

"A New Show Year" is the observance to herald the new season adopted by Fox theatres. No given date is set for the various theatres, each manager timing his campaign on new season bookings.

LAWRENCE O'SULLIVAN, another Broadway player to be signed by Fox, has arrived on the Coast.

LOUIS NIZER'S tan matched perfectly with his chestnut colored suit yesterday. It was a natural symphony.

DAVE LUSTIG has gotten out another of those brochures. The latest is "The Diary of a Gigolo."

VAL LEWTON of M-G-M's publicity department is vacationing.

"BUY RIGHT—BUT BUY NOW"

Grainger Elevates Two to Managers

James R. Grainger has promoted two Fox salesmen to managerships. Al Davis, formerly salesman at the Philadelphia, has been named manager of the Milwaukee branch, succeeding Harry Melcher. Ernest Landiache, of the New Orleans branch, now is head of the Charlotte office, succeeding W. Fuller.

"BUY RIGHT—BUT BUY NOW"

Ochs Seeks Valentine

Lee Ochs is understood to be dickering to take over the Fox Valentine in the Bronx. Recently Ochs took over ten theatres from the same circuit.

"BUY RIGHT—BUT BUY NOW"

Must Learn to Walk

HOLLYWOOD—Joan Bennett must learn to walk again when her fractured hip and spine injury mends. She will suffer no permanent disability, however, her physician states.

Stocks Show Gain; W. B. Pfd. Up 4½

	High	Low	Close	Net Change	Sales
Eastman Kodak	143¼	139¼	142	+3	3,600
Fox Film "A"	13¼	12½	13⅛	+ 5⅛	9,400
General Theatre Equipment new	2¼	2	2⅛	+ ¼	5,900
Loew's, Inc.	47⅝	46	46⅞	+1⅛	11,500
Loew's, Inc., pfd.	9°	92	92	+ ½	100
Paramount Publix	23⅝	22⅞	23½	+ ½	5,400
Pathe Exchange	1⅝	1½	1½	.....	300
Pathe Exchange "A"	6¼	6	6¾	+ ½	1,300
RKO	14⅞	14	14⅝	+ ¾	9,500
Warner Bros.	8¼	7¾	8	+ ¼	11,000
Warner Bros. pfd.	21	20	21	+4½	300

Curb Issues Unsteady

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅛	2¼	2¼	— ⅜	500
General Theatre Equipment pfd.	4	3⅝	3⅞	— ⅛	800
Sentry Safety Control	¾	⅝	⅝	— ¼	100
Technicolor	7	7	7	.....	100
Trans Lux	5¼	4¾	5¼	+ ½	1,400

Bonds Irregular; P. P. Drops 2

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	5	22½	23½	+1	44
Loew's 6s '41 ex war	99	98½	98½	.....	3
Paramount Publix 5½s, '50	78¼	77	77	—2	4
Pathe 7s '37 ww	93¾	92⅝	93⅜	+ ⅜	26
Warner Bros. 6s '39 wd	51⅜	49	51⅜	+1⅜	43

Big Operators Gain by Ruling On Income Tax

(*Continued from page* 1)

1930. The larger companies, however, on which the depreciation or amortization write-off had been set at ten years, will gain through the new ruling.

The government's decision reads:

"Regarding deductions to be allowed motion picture corporations for depreciation or amortization of the cost of installing sound talking equipment, the cost of the installation of original sound equipment should be written off over five years, the service and inspection payments are allowable deductions, the incidental repairs which merely keep the equipment in ordinary efficient operating condition should be deducted as expense items and repairs in the nature of replacements with a life in excess of one year should be classed as capital expenditures or he charged against the depreciation reserve."

The term, "capital expenditures," refers to the installation of new parts, such as motors. Instead of writing off the depreciation on these new parts on the five-year basis, the cost is written off, it is pointed out, on the basis of the balance of the write-off period on the original equipment. In other words, it was said, if a new motor is purchased after the original equipment is three years old, the depreciation on the motor should be written off in two years.

In explaining the ruling, A. J. Michel, general auditor and assistant treasurer of Paramount Publix, took as an example a $10,000 installation. Under the earlier federal decision the depreciation, in computing taxes, would be at the rate of $1,000 annually. The present ruling increases the depreciation write-off to $2,000 a year.

The saving to be effected by the larger companies is potential, owing to the fact that several of the larger companies have based their tax computations on the five-year write-off period during the controversy with internal revenue executives. In view of that fact no refund by the government will be necessary.

Discussions with the government agents began in Washington and later were referred to New York, from which office the decision was rendered.

"BUY RIGHT—BUT BUY NOW"

2 RKO Reports

Comparative reports for Orpheum Circuit, Inc. and subsidiaries and Keith-Albee-Orpheum and subsidiaries for six months' ended June 30, 1931 are as follows:

Orpheum Circuit loss from operations for 1931 was $186,068.98 against a loss of $92,613.71 in 1930. Profit from other sources was nothing in 1931 against $32,283.20 for 1930. Net loss this year is $186,068.98 as against $60,330.51 for 1930.

Keith-Albee-Orpheum corporation profits from operations for 1931 amounted to $672,656.28 as against $17,412.26 loss in 1930. Profit from other sources in 1931 was $18,467.50 as against $78,009.30. Net profit for 1931 is $691,123.78 compared with $60,-597.04 in 1930.

"BUY RIGHT—BUT BUY NOW"

Rembusch Buys Fox

INDIANAPOLIS—George Landis, manager of the local Fox exchange, has signed the Frank Rembusch circuit for the entire line-up of product for the new season.

"BUY RIGHT—BUT BUY NOW"

Grainger Plans Trip

James R. Grainger will leave for the Coast next week on his annual visit to the studios. On his way he will stop off at San Francisco and Los Angeles to close pending booking deals.

Fullers Plan Expansion in Antipodes

SYDNEY—A third exhibiting circuit, worthy of consideration as formidable opposition to Union Theatres and Hoyts, looms on the horizon here with the decision of Fullers Theatres, Ltd., to expand its present circuit. Under a plan devised by Sir Benjamin Fuller, the company will gather in suburban houses around Sydney for a start; expand later to other states; and then move into the country, adding to its circuit the pick of theatres offered.

To build a theatre on the site of the old City Hall in Brisbane, and a modern house in Lismore, Fullers Metropolitans, Ltd., already has floated a loan of $1,000,000; but according to present intentions, building will stop there, and Fullers will concentrate on the acquisition of existing theatres.

Sydney suburban theatres now held by Fullers number five. There are four more situated in Melbourne and Adelaide in which review and musical comedy are presented; and to cap that lot, there is the string of 60 in New Zealand.

Sir Benjamin indicates that the company's expansion policy, has, as much as anything else, been decided upon so that an increase in film buying power can be gained. As the next biggest circuit to Union and Hoyts, the Fullers have been obliged to take a back seat when the new selling season is in full swing; they have only been allowed to buy when the oppositions have picked the plums, and on many occasions they have been almost completely squeezed out. When their value to the distributors nears that of Union and Hoyts, the buying-selling position will become unusually interesting.

Prediction is made that Fullers will some day threaten the ascendancy of Hoyts and Union. It would only be a matter of history repeating itself. T. J. West, Cosen Spencer and J. D. Williams, the leading Australian exhibitors of their time, formed a combine that looked impregnable. Then along came a stranger named Waddington, and he made such progress in a business that was foreign to him, and hit the "impregnable combine" so hard, that it was forced to buy his theatres at an exorbitant price. If it hadn't proved as impregnable as it had looked before, with Waddington's theatre under its wing, the combine then appeared unassailable. However, another factor in the shape of Hoyts entered the field, Union followed, and today, that combine is divided into three subsidiary companies of Union Theatres. What Hoyts and Union have done, should not be beyond the compass of Fullers.

"BUY RIGHT—BUT BUY NOW"

Capitol in Rochester Slashes Price Scale

ROCHESTER, N. Y.—The Capitol, downtown Comerford house, has slashed to 25 cents daily and 35 cents Saturdays, Sundays and holidays. Children's admission was set at 10 cents for all time.

The Monroe, neighborhood house, has returned to a single-feature policy after a survey of patrons.

The Critics Say

"The Star Witness"
Warners

AMERICAN—*"The picture starts with a bang. It is a good story, excellently told; there are laughs mingled with its tragic factions, and not a little inspiration to be better American citizens. Warners have clicked again."*

MIRROR—*"A story made doubly impressive by its timeliness. Acted by a company of brilliant stars, directed with imagination, written with punch, 'The Star Witness' is thrilling entertainment. Chic Sale plays this character role remarkably. Walter Huston is magnificent. Frances Starr and Grant Mitchell appear to splendid advantage. 'The Star Witness' is good, strong stuff and a vastly entertaining picture."*

DAILY NEWS—***(Three Stars) *"The new production is in for a run as it is made of the stuff that popular pictures are made of."*

GRAPHIC—*"A definite message in its plot and a significant message in its timely unreeling. Has its power in the conviction that the tragic events which occur in the family in 'The Star Witness' might have happened to any domestic group living in any community today."*

HERALD-TRIBUNE—*"Not only timely, but moving and dramatic. Here certainly is the stuff of effective drama."*

JOURNAL—*"A vivid screen drama that parallels grim fact. Its plea, its patriotism, its theme is the conflict between law-abiders and law-breakers, and its appeal is powerful. The story is filled with suspense."*

POST—*"Comes uncomfortably close to the truth. The cast is excellent. Merits public attention, as the silence of witnesses in recent murder outbreaks in New York would seem to indicate quite clearly."*

SUN—*"A vivid, arresting picture, a different phase of the crime problem. 'The Star Witness' is not essentially a gangster picture for it deals almost solely with the seemingly hopeless task confronting a district attorney. Sure-fire lines which go over big with the audience. It moves rapidly, it is exciting, it is well acted."*

TELEGRAPH—*"The picture packs a punch with pathos and humor and clicks along in one, two, three order. It is one of the best cast films on the whole seen in some time. Its direction is more than able, it is on the order of quiet effectiveness which smacks of brilliance. Also the dialogue is fresh. Picture of merit."*

TIMES—*"A well-knit melodrama with an effective vein of sentiment. As an entertainment it is highly successful."*

WORLD-TELEGRAM—*"One of the hardest-hitting melodramas to come this way in a long time is 'The Star Witness.' Constantly gripping, thrilling and powerful document. First rate entertainment."*

"Traveling Husbands"
RKO-Radio

AMERICAN—****The story is real good melodrama, and no silly comedy about drummers.*

DAILY MIRROR—*Entertaining. This is quite a serious melodrama, though it is deftly spiked with comedy.*

DAILY NEWS—*Gin orgies, whoopee parties, gun-play, all figure in this fantastic mediocre plot.*

GRAPHIC—*"Traveling Husbands" is the fast-moving melodrama turned out in a finished manner, and for its type is excellent film fare for summer audiences.*

HERALD-TRIBUNE—****The picture does move smoothly and with considerable vigor and despite its faults, it is lively and engaging. For one thing, it is almost entirely without pretension.*

JOURNAL—*Numerous side-issues involve the plot to such an extent that every now and then it trios itself up.*

POST—*The life of a traveling salesman is a round of card games on trains and one girl friend after another between encounters with "tough prospects" in the business world, if "Traveling Husbands" is to be accepted as an accurate portrayal.*

SUN—*Starting out as if it were to be a comedy, the plot wanders hither and yon through a series of uninteresting happenings, only to wind up as melodrama at its worst***It is all very sad.*

WORLD-TELEGRAM—*As pathetic as the plight of the salesmen it portrays the new tenant at the Mayfair does, however, occasionally, flash a few moments of amusement and entertainment, but the lapses in between are much too long for comfort.*

"Young As You Feel"
Fox

AMERICAN—*The vehicle fits the homespun humor of the star as though Mr. Ade had fashioned it to order****

DAILY MIRROR—*A dandy. You'll enjoy it.*

DAILY NEWS—*This latest Will Rogers isn't a hilariously funny play, but its rather quiet but obvious humor will appeal to a large audience.*

GRAPHIC—*"As Young As You Feel" labors under a dull story and inane dialogue.*

HERALD-TRIBUNE — ****"Young As You Feel" is an ideal Rogers vehicle, for whether or not you will enjoy it depends on your attitude toward the star.*

JOURNAL—*Rogers enthusiasts will no doubt find it entertaining although it isn't quite up to the standard of his previous productions.*

TELEGRAPH—*It is not a great picture. The plot is simple and easy to see through* ***

WORLD-TELEGRAM — *The fright he throws into his two children and his faithful business manager as he goes gallivanting around nightclubs and speakeasies, the racetracks, and buying expensive presents for his pretty companion provides most of the story's complications and what few amusing moments it has.*

SUN—*If you are on our side you'll find "Young As You Feel" excellent entertainment.*

POST—*"Young As You Feel" is an easy-going pleasant film, all around.*

"Huckleberry Finn"
Paramount

AMERICAN—*"For pleasant, gentle entertainment, you'll have to shop a lot to beat "Huckleberry Finn."*

DAILY MIRROR—*A knockout. Better than "Tom Sawyer."*

DAILY NEWS—*The situations are not quite so funny, nor are Huck's and Tom's adventures so exciting.*

GRAPHIC—*"Huckleberry Finn" is refreshing in its subject***it should repeat the success of "Tom Sawyer"****

HERALD-TRIBUNE—*The eagerly awaited version of "Huckleberry Finn" arrived at the two Paramount Theatres yesterday, where it proved a grievous disappointment****

JOURNAL—*Children will enjoy this one and there were plenty of laughs from the more adult members****

POST—****this movie, to say the least, disappointing****

SUN—*"Huckleberry Finn" as enjoyable as it is, does not seem quite as good as "Tom Sawyer"****At any rate, you'll have a good time at "Huckleberry Finn"****

WORLD-TELEGRAM—****that some of Twain's sensitive quality has been recaptured, but on the whole "Huckleberry Finn" is a disappointment.*

"The Runaround"
Radio

AMERICAN—*All in all, scarcely exciting—but "a cute little picture" none the less.*

DAILY MIRROR—*Good fun. A very entertaining movie.*

DAILY NEWS—*The color effect and setting are the best features of the picture.*

HERALD-TRIBUNE — ****it is rather frothy entertainment, the thinness of its substance being bridged over somewhat by the sincerity of Mary Brian's performance* ***

POST—****presents a brand of practical humor which for sheer grotesquery ranks with the most vivid examples in that line that Hollywood has ever turned out.*

SUN—*A woefully feeble and hackneyed story***There's really no excuse whatsoever for "The Runaround."*

TELEGRAPH—*It's quite orderly and commendable.*

JOURNAL—*One of those amiably diverting featherweight films known as "light summer entertainment"****

GRAPHIC—****a mildly amusing, fairly romantic, agreeably tinted love tale****

WORLD-TELEGRAM — *A generally feeble story, made more unreal by some silly and inane dialogue and characterization that hark back to the movies' original infancy****

Seattle Fall Season Gets Into Stride

SEATTLE—With Fox West Coast Theatres heralding "The Big Parade of New Product" and the RKO Orpheum magnates advertising "Good Times Show Month," the fall film season is apparently well under way here, about three to four weeks in advance of the usual fall opening.

Large institutional ads by the RKO house listed "The Common Law," "Dirigible," "The Miracle Woman" and "The Public Defender" as the first four of the new season's coming attractions. Vaudeville, as usual, will also be featured.

Fox West Coast retaliated with "Politics" as the attraction that opened the Fox Paramount theatre last week, "Son of India" now current at the same house, and "Smiling Lieutenant" packing patrons into the Fox Fifth Avenue. "Sporting Blood," "Huckleberry Finn" and other attractions are listed for August showing at the Paramount, and the next attraction at the Fifth Avenue will be Will Rogers' "Young as You Feel."

John Hamrick is planning the inauguration of his fall season at the Music Box theatre within the next three weeks, and it is considered probable that he will open his Blue Mouse theatre again early in September. The house has been dark for the last several weeks as a result of mediocre patronage.

"BUY RIGHT—BUT BUY NOW"

Toronto Carnival Lid Reclamped by City

TORONTO—The old carnival trouble has broken out afresh in Toronto with the appearance of a Boyd tent show at Willowvale Park. At the beginning of the year there was an "understanding" that no carnivals would be permitted to play Toronto.

Officials of the Canadian Legion overcame the obstacle, however, and a carnival slipped into the park. There was a mild protest from exhibitors. When the carnival applied for an extension of two weeks, after a run of two weeks, there was a real howl from the exhibitors.

Largely on this account, the Toronto Board of Control gave the carnival only one week more and then reclamped the lid. The license fee for carnivals is only $50, and they used to stay as long as they liked. The nearest exhibitor to the Willowvale Park pointed out to the mayor that he paid $5,000 a year in taxes.

"BUY RIGHT—BUT BUY NOW"

"U" Would Collect on "King of Jazz's" Eats

CHICAGO—Paul Whiteman's food bills which, it is alleged, were charged to Universal when the band leader was working on "The King of Jazz," figure prominently in a suit for $1,500 filed in Circuit Court here against Whiteman by attorneys for Universal.

Only the precept of the suit has been filed, but Universal's attorneys explained that countless items of food, telephone calls, telegrams, and tuxedos for members of Whiteman's band, were paid for by the studio, which has since been unable to collect from Whiteman, they charge.

4 COLUMBIA

4 Box-offic

Opens at the Mayfair Aug. 14th



Barbara

STANWYCK

BREAKING BOX OFFICE RECORDS WHEREVER PLAYED!

The Miracle Woman

With

DAVID MANNERS, SAM HARDY, BERYL MERCER. *Adopted by Jo Swerling from the play by John Meehon and Robert Riskin.*

A FRANK CAPRA Production.



Open the Warne

the DREYFUS

NO GREATER LOVE STO
HAS EVER BEEN TOI

With

**CEDRIC HARDWICI
BEATRIX THOMSO**

WARNERS

INERS

BE ARLISS
O ENGLISH"

THE OFFI E WITH
MACKAILL
VARIETIES
WALTON
WINCKELL

CANDY

Hit after Hit from P

ITS ON B'WAY!

Smashers in 2 Weeks!



Opens at the Strand Aug. 14th

MEN ARE LIKE THAT

With

LAURA LA PLANTE and JOHN WAYNE

Adapted from the play, "Arizona" by Augustus Thomas

ADVENTURE! CONFLICT! ROMANCE! DRAWING POWER!

When one producing company can open in Broadway's best Theatres with 4 hits like these in 14 days

USE YOUR JUDGMENT!

Opens at the Mayfair Aug. 28th





Acknowledged **best** box-office bet of the year!

DIRIGIBLE

JACK HOLT
RALPH GRAVES
FAY WRAY

From the story by Lt. Comdr. Frank Wilber Wead, USN. Adaptation and dialog by Jo Swerling.

A FRANK CAPRA Production

COLUMBIA PICTURES

pendable Columbia!

25 More Chi Houses Dark Next Monday

(*Continued from page* 1)

yesterday with the owners running their own machines. Heavy police guard was given these houses, operated by Gallos Brothers, Ray Brothers and Pola Brothers.

The theatres of the Gallos Brothers, Ray and Polka Brothers' Pickwick, Deerpath and DesPlaines. Several others are reported to have picked up shows at exchanges yesterday preparatory to following suit.

The weather here all week has been cool and business at outlying houses is excellent, encouraging numbers to run their own machines relying on police protection.

Today the union will discuss a one-man-in-the-booth proposal but little hope is held out for a settlement.

"BUY RIGHT—BUT BUY NOW"

Film Career Abroad For Chi Gangster

CHICAGO—Edward "Spike" O'Donnell, alleged Chicago gangster and beer baron of the city's South Side, has been improving his time lately in endeavoring to convert a "dese" and "dose" vocabulary into the King's English, preparatory to beginning a film career in England. At least, that's Spike's story.

Chicago police, commenting on the report that Spike would leave Chicago this week for British film studios, said: "We are elated to hear of Spike's plans for a trip to England. Whether or not a movie contract is the reason for his exodus makes little difference so long as he leaves."

Police intimated a belief that certain factions contesting the South Side beer business might be the primary reason for Spike's departure.

"BUY RIGHT—BUT BUY NOW"

Wampas Pick Stars

HOLLYWOOD — Warners with Joan Blondell and Marian Marsh, Paramount with Frances Dee and Judith Wood, and M-G-M with Joan Marsh and Karen Morley lead in the election of 1931 Wampa baby stars. Others chosen by the Coast publicity men as stellar material are Sidney Fox of Universal, Constance Cummings of Columbia, Frances Dade, independent; Rochelle Hudson of Radio, Marion Shilling of RKO Pathe, and Barbara Weeks of United Artists and Anita Loos, under contract to Charles Rogers.

"BUY RIGHT—BUT BUY NOW"

Features Family Nights

ONAWA, Ia.—The Onawa Opera house is featuring "family night" four nights per week at 35 cents for the entire household.

Using Marquees

Chicago—Marquees of their theatres are being used by independent exhibitors in their fight for one-man-in-the-booth. "Unfair Demands of the Operators' Union Closed This Theatre" is one of the signs used in the changeable letters on marquees.

So the Public May Know—

The unreasonable demands of the Motion Picture Operators' Union have reached a climax—dictators in control of this union are attempting to place a burden on the motion picture theatre owners of such excessive nature that, in times like these, it is nothing short of actual confiscation of our business.

Rather than accede to these demands we are closing our theatres, numbering over one hundred tonight.

So that the public may know, here are the facts:

The Motion Picture Operators' Union has decreed that two men be in the operator's booth at all times at salaries ranging from $90.00 to $175.00 per week per man for only thirty-two to forty-five hours of employment weekly.

This demand is unreasonable, as only one operator is necessary to operate the projection machines. In fact, over 12,000 motion picture theatres in the United States are operating efficiently and safely with one operator.

In other words, the Motion Picture Operators' Union demands that we employ and pay two men at high salaries to do the work of ONE.

We ask you to bear with us in our fight for fair play. We have no quarrel with union labor. We want you, the public, to support the action taken by us as motion picture theatre owners. Any reasonable person can see that it is unfair, un-American, and unjust to demand that we employ two men to do the work of ONE.

Upon receipt of twelve hours' notice that the operators' union will furnish one union operator per shift, we will reopen our theatres and thereby put back to work several thousand innocent employes who have been thrown out of work because of the unreasonable demands of the Motion Picture Operators' Union.

After tonight's performance the theatres listed below will remain Closed Until Further Notice.

Adams	Des Plaines	Imperial	Plaza
Armitage	Drexel	Jackson Park	Public
Argmore	Easterly	Kimbark	Prairie
Acadia	Emmett	Lucille	Parkside
Avaloe	Elmo	Lincoln (State)	Ridge
Alvin	Elston	Lake Shore	Roxy
Admiral	Famous	Langley	Ritz
American	Franklin	Lane Court	Rogers
Adelphi	Gaelic	Lexington	Ray
Austin	Garfield	La Salle (Div. St.)	Rainbow
Alcynn	Gem	Music Box	Rex
Bertha	Grant	Milford	Rose
Banner	Grand	Madlin	States
Burnside	Halsted	Mable	Standard
Bryn Mawr	Harrison	Milda	Temple
Bell	Hollywood	New Strand	Villas
Calilornia	Hamlin	Newberry	Visinn
Century	Hub	New Drake	Vista
Crown Hipp	Hawthorne	New Regent	Villard
Clearing	Harmony (43rd)	National	White Palace
Calo	Halsted (61st)	Oak	Willard
Clermont	Harmony (Division)	Olympia	Wabash
Casimir	Irving (Halsted)	Oakley	Wallace
Commodore	Independence	Orchard	
Deerpath	Ideal	Orpheus	
De Luxe	Indiana	Pickwick	

INDEPENDENT THEATRE OWNERS

The above advertisement which appeared in Chicago newspapers is typical of the effort being made by Chicago independents to win public sympathy in the present controversy.

Public Opinion Counted on By Exhibs in Chicago Fight

CHICAGO—Public opinion is counted upon by independent exhibitors to aid them in their fight against the two-man edict of the operators' union.

Coming on the heels of the state's attorney's investigation, which resulted in indictments against union officials, the present fight found exhibitors in a strong strategic position, so far as the public viewpoint is concerned. This is expected to offset the natural sympathy here for the cause of unionism.

Advertisements in the newspapers are being employed by theatre owners to bring their side of the case to public attention. A plea for public aid in the fight against what exhibitors say amounts almost to confiscation of their business is being made.

Suspect in Operator Shooting Released

CHICAGO—"Red" Donovan, alleged gunman, arrested last week and charged with the murder of Jacob Kaufman, insurgent member of the Chicago Operators' union, who was shot to death just prior to testifying in the grand jury investigation of the union last month, has been released. Witnesses failed to identify Donovan as the slayer of Kaufman, and ballistics tests showed that guns seized in Donovan's possession had not fired the bullet which killed the union operator.

Protest Meet Is Called for By Exhibs

(*Continued from page* 1)

sed their intention of being on hand for the proposed sessions.

The Pennsylvania and Delaware exhibitors are angered over M-G-M's declared stipulation that 19 specials be played on percentage ranging from 30 to 35 per cent, plus the score charge. Days of the week on which pictures are to be played also are stipulated, they assert.

Say 25 Percentage Top

Independent exhibitors, it is contended by the Philadelphia zone unit, cannot make money paying more than 25 per cent percentage and aver that the circuit pay only from 20 to 25 per cent and no score charge. They are fearful that if "M-G-M gets away with it," other companies will seek similar contract terms.

A letter of protest sent by the Pennsylvania and Delaware exhibitors to Nicholas M. Schenck, M-G-M president, brought the reply that the company is trying to conduct its business on a basis it considers fair.

Neither Joseph M. Schenck nor Felix Feist could be reached yesterday for a statement.

"BUY RIGHT—BUT BUY NOW"

Add Stage Shows in Four Ohio Theatres

COLUMBUS—Stage shows will be added to four spots in this territory within the next few weeks. RKO Palace here goes vaudefilm August 22, with RKO Keith's, Dayton, to follow shortly thereafter. Civic organizations both here and in Dayton have been agitating the question for several months, and have forwarded petitions with thousands of signers to RKO executives. The Cambridge Amusement Co., will inaugurate vaudefilm policies in their houses at Cambridge and Marietta, Ohio, booking out of the Gus Sun office at Springfield, beginning August 17.

"BUY RIGHT—BUT BUY NOW"

Unique Theatre

COLUMBUS—Ohio's most unique theatre has been built by Robert Wolf, owner of the *Ohio State Journal* and *Columbus Dispatch*, at his country estate near here. It is a cabin constructed entirely from discarded telegraph and telephone poles, has a seating capacity of 30, and is completely equipped including RCA Phototone.

"BUY RIGHT—BUT BUY NOW"

Lining Up Franchises

Franchise holders for distribution of Meyer-Rieger trailers are now being lined up with contracts expected to be signed shortly. Provided any of the 28 planned territories cannot be disposed of, the company will open its own sales offices. New York will be handled by the home office. Franchises are being sold for five years on a sliding scale.

'Huckleberry' Packs Two in Denver Seats

Total $51,000 for 5 Theatres

DENVER—Business this week has been on the upgrade with only one house below last week. "Huckleberry Finn" was the winner for the Denver, chalking up $18,000 in spite of the fact that 12,000 children saw the film free. It was necessary to run three shows with two kids in a seat and the theatre was late that day in opening for paid customers.

After a fine week at the Paramount, "Politics" was moved to the Rialto, where it got good business.

Estimated takings for the week ending August 13 and year-round weekly averages:

"HUCKLEBERRY FINN" (Para.)
DENVER—(2,300), 25c-35c-65c. 7 days. Milt Franklyn and Fanchon & Marco "Vacation Days" Idea; Fred Schmitt and orchestra. **Gross:** $18,000. (Average, $15,000.)

"THE MIRACLE WOMAN" (Col.)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"A WOMAN OF EXPERIENCE" (RKO-Pathe)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"THE PUBLIC DEFENDER" (Radio)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $12,000. (Average, $11,000.)

"POLITICS" (M-G-M)
RIALTO—(1,040), 25c-35c-50c (2nd run), 7 days. **Gross:** $5,000. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

Ten Cent Seats Are Vogue in St. Paul

ST. PAUL—St. Paul, with only four first run houses but with nearly a score of second run and neighborhood theatres, now finds a generous fare of ten cent movies. Both the Garrick and the Lyceum are advertising seats at ten cents any time. For the first two days of the week the Garrick offers "Little Accident" and the Lyceum "Wise Girls."

"BUY RIGHT—BUT BUY NOW"

Ohio Theatres Enlist Patrons in Blue Rift

EAST LIVERPOOL, O.—With Sunday shows in operation this week for the first time in the city's history, all theatres carried slides urging patrons to support Sunday movies when they go to the polls Nov. 3 to vote on a prohibitory ordinance recently passed as a result of activities by the Sunday Observance Association. Petitions for submission of the question to a vote of the people have been signed by 1,600 voters.

"BUY RIGHT—BUT BUY NOW"

Business Good in N. O.; Price Boosted

NEW ORLEANS—The Tudor, a Publix house, anticipates increased business this fall and winter and has advanced its night prices to 50 cents. Theatrical business in New Orleans has suffered no slump.

Chase Official New Executive at Fox

(Continued from page 1)

Chase National Bank. However, in view of his activities with the Chase interests and the large Chase interest in Fox financing it is to be assumed that Richardson will be given duties in that connection with the Fox organization. If he is to be added to the roster of Fox vice presidents it will entail the usual confirmatory vote of the board of directors. Earlier in the week Richard A. Rowland was made a vice president.

It is understood that this addition to the financial staff of the corporation in nowise affects the position or responsibilities of W. C. Michel, vice president and treasurer, with whom, presumably Richardson will work. What with the multiplicity of Fox activities and the scope of problems involved now in production, distribution and exhibition this increase in executive personnel may be taken as nothing more serious than an endeavor to get more work done.

Richardson spent Thursday in conferences bearing on his new connection. He will formally take over his new post next week.

"BUY RIGHT—BUT BUY NOW"

Rinzler and Frisch Seek 18 in L. I.

(Continued from page 1)

with Fox for the 18 Long Island houses. The deal for the Long Island theatres is said to involve $2,500,000, of which $1,000,000 in cash is demanded as a deposit. B. S. Moss also is said to be a bidder for the houses.

"BUY RIGHT—BUT BUY NOW"

Copyright Suits Are Filed in New Orleans

(Continued from page 1)

copyright laws and reflect the activity of the Copyright Protection Bureau in this territory. A minimum of $250 damages for each day on which films concerned allegedly were played without authorization is asked.

"BUY RIGHT—BUT BUY NOW"

Color Film Return Predicted by Nemec

(Continued from page 1)

has a contract to make 25 shorts in Cuba for the island government, and is awaiting outcome of the current revolution before making production plans.

"BUY RIGHT—BUT BUY NOW"

Niles Theatre Destroyed

ANAMOSA, Ia.—Fire of unknown origin destroyed the Niles Theatre here, operated by Clifford L. Niles, head of the Allied Iowa unit. He plans to rebuild.

"BUY RIGHT—BUT BUY NOW"

Free Shows Out

GULFPORT, Miss.—Due to inability to finance the proposition, free pictures at the city park have been discontinued. A show will be given, however, on Labor Day.

"Politics" Sets Portland Mark With $18,000

Total $41,800 for 5 Theatres

PORTLAND—"Politics" cracked the record at the Fox Paramount, jumping the gross to $18,000, or $6,000 above average. "The Smiling Lieutenant" at the Fox Broadway showed great strength, giving that house $8,500, which rated a holdover.

Estimated takings for the week ending August 12 and year-round weekly averages:

"THE SMILING LIEUTENANT" (Para.)
FOX BROADWAY—(1,912), 25c-50c, 7 days. **Gross:** $8,500. (Average, $5,000.)

"UP POPS THE DEVIL" (Para.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,300. (Average for week, $4,000.)

"THE SECRET CALL" (Para.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,500. (Average for week, $4,000.)

"THE RECKLESS HOUR" (F. N.)
HAMRICK'S MUSIC BOX—(1,800), 35c, 7 days. **Gross:** $5,000. (Average, $4,000)

"POLITICS" (M-G-M)
FOX PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M.'s "Hacienda" Idea. **Gross:** $18,000. (Average, $12,000.)

"THE PUBLIC DEFENDER" (Radio)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $10,500. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Fear Raise of 5% In Australian Tax

SYDNEY—The industry here will be faced with a burden of about another $300,000 a year when the Federal government brings down its new taxation proposals. It is proposed that the existing primage duty of 2½ per cent be raised to 10 per cent, and, accepting this year's footage as about the same as that of last, another $412,915 will have to be found, representing an increase of $309,690.

According to estimates, gross rentals in Australia for 1930-31 will amount to $6,000,000. On that basis, the proposed primage is tantamount to an additional tax of 5 per cent on film here. The taxation burden here is reaching impossible proportions.

"BUY RIGHT—BUT BUY NOW"

Judge Rules Buyers Must Keep Operator

(Continued from page 1)

were in court to cheer the order, which held a contract by the former owner to be binding on Johnson. Bond for a stay was denied. Three other houses here are being picketed by the union.

"BUY RIGHT—BUT BUY NOW"

Settles Waco Strike; Three Houses Reopen

WACO, Tex.—J. A. Lemke, owner of three theatres here, has re-opened his houses, closed for several weeks because he refused to concede to the union projectionists' demand. Several conferences with union officials resulted in an agreement.

Steady Rise Of Grosses In Key Spots

Consistent upward trend is reflected in the grosses of 163 first run houses in 28 cities, which totaled $2,197,236 for the week ending last Thursday and Friday, as against $2,044,696 for the preceding week, an increase of $152,540. Incidentally 164 theatres contributed to the total of two weeks ago, while only 163 are included in the total of last week.

Of especial significance is a comparison of grosses for these houses over a period of five weeks, as given below.

No. of Theatres	Week ending	Gross
167	July 9-10	$1,987,789
166	July 16-17	1,889,523
164	July 23-24	1,992,433
164	July 30-31	2,044,696
163	July 6- 7	2,197,236

In analyzing the above figures it must be borne in mind that the week ending July 9 and 10 included 167 theatres, the largest number reported, and also that the Fourth of July week-end was a factor in boosting the attendance. Starting with the following week there has been a steady increase each week, the week ending August 6 and 7 topping that of July 16 and 17 by $307,713, or a mean average of $1,875 per theatre, weekly.

Detailed figures for the week ending last Thursday and Friday are:

City	No. Theatres	Gross
Albany	4	$24,360
Baltimore	7	70,200
Boston	8	154,500
Buffalo	5	84,700
Charlotte	2	19,700
Chicago	8	186,840
Cincinnati	7	68,794
Cleveland	6	107,500
Denver	5	53,000
Des Moines	3	22,300
Houston	4	28,400
Indianapolis	5	39,500
Kansas City	5	64,000
Los Angeles	12	147,570
Minneapolis	5	56,450
Montreal	6	48,600
Milwaukee	6	67,800
New York City	12	357,572
Oklahoma City	4	24,300
Omaha	4	31,850
Ottawa	4	15,450
Philadelphia	8	130,750
Portland	5	41,200
Providence	5	46,500
San Francisco	8	155,000
Seattle	6	58,500
St. Paul	4	33,400
Toronto	5	58,500

"BUY RIGHT—BUT BUY NOW"

Single Features Get Albany Test

ALBANY—Single features in week stands will be the policy next week and possibly longer, depending upon results, at the Ritz, which has been running double feature bills on a split week policy. Meanwhile, its sister house, the Strand, is dark while a cooling system is being installed.

"BUY RIGHT—BUT BUY NOW"

Carnival Ban Is Voted in Omaha

OMAHA—No more carnivals will play Omaha this year, the city council has decreed on the motion of Mayor Metcalfe. They bring in too many grafters and take out too much local money, the council decided.

"BAD GIRL" Unites All

An EDITOR . . .

"Exhibitors everywhere should insist upon getting BAD GIRL. It is a triumph for the FOX production forces. As tender in spots as 7TH HEAVEN, rich in the human quality that makes the real Borzage picture something more than just a picture, BAD GIRL is an achievement that will renew our faith in the art of the screen. There was a lump in my throat nearly all the time I was viewing the picture, and when James Dunn implores the great doctor to take the confinement case, I broke down and cried. He gives a magnificent exhibition of emotional acting. If you can watch that scene and speak within five minutes after it is over, you are hard-boiled."

—*Welford Beaton in the Hollywood Spectator*

A THEATRE OWNER . . .

"I consider BAD GIRL the greatest human interest picture ever made. Eilers and Dunn combination knockout. Winnie Sheehan certainly was a bit too modest in praising this picture."

—*Max Balaban*

"a triumph for the FOX

n Greatest Acclaim

A PUBLISHER . . .

"Caught BAD GIRL without a doubt the most outstanding human document since the advent of the talkies, a real two dollar picture. If it were my picture I wouldn't book it to any exhibitor unless he screened it first. Will be glad to give you free ad in my papers. It's a service to our subscribers. Congratulations!"

—Jay Emanuel, The Exhibitor, Philadelphia

NATIONAL BOARD of REVIEW

"A human and appealing story of courtship and marriage—full of tears and laughs. James Dunn bids fair to be a most popular star."

—National Board of Review

CLUB WOMEN . . .

"A moving American love story, delicately handled."

—Daughters of the American Revolution

UNIVERSITY WOMEN . . .

"A very poignant picture—full of sentiment without falling into sentimentality. Superbly directed, emphasis on just the right points."

—Women's University Club

roduction forces"

Public to Decide Stage Show's Fate

HOUSTON — Return of organ programs to the Metropolitan this week has started speculation regarding the return of Publix stage units, dropped from this theatre last June. Publix City Manager E. E. Collins is noncommittal, declaring the stage shows will return "if the public wants them." Dropping of the stage units last June was called a temporary hot weather policy, and was followed by vaudeville being let out of the RKO Majestic and Loew's State also.

Dwight L. Brown of Toledo, and formerly with the Dallas Publix deluxe for several years, will open this week with "Song of Songs" organ program. The Metropolitan has a youthful clientele which fell off considerably when the organ club programs were dropped.

"BUY RIGHT—BUT BUY NOW"

Just Too Bad for Pee Wees at Seattle

SEATTLE—With the summer season on in full swing, it begins to appear like a tough season for the Pee Wee golf courses. A conservative estimate would place the total number of courses now in operation in this city at about 12. Last year at this time there were probably about 100 courses in operation. "Green Fees" on all the local courses this season are 15 cents per round of 18 holes, in place of the former 25 cents charge.

The most elaborate course in the city, located in the heart of the downtown district, just a block from the Fox Paramount theatre and close to other show houses, is often without players for long periods of time. Last year, several hundred persons played this course nightly, with waiting lines during the early rush hours.

"BUY RIGHT—BUT BUY NOW"

Leases Lindy Theatre

ROCHESTER, N. Y.—The Lindy Theatre, large neighborhood house, was acquired under a long term lease by the newly-incorporated Siromax Amusement Corporation of Rochester, rewired, renovated and renamed the World.

Morris Fogel, who heads the new corporation, said a double feature policy will be launched. Fogel also has operated the Rexy and Majestic Theatres, neighborhood houses. Other incorporators were Max Cohen and Jack Rose.

"BUY RIGHT—BUT BUY NOW"

Changes Series Title

Al Mannon has changed the name of "Pigskin Problems," a series of football shorts, to "Football for the Fans." Educational is releasing the shorts.

Cool to Firemen

SAN FRANCISCO — There was no welcome on the mat for firemen who rushed to a million dollar theatre here in answer to an alarm. Instead, they were met by the janitor who gruffly ordered them to wipe their feet carefully before entering as the carpets had just been cleaned. They humbly complied—and discovered only some smoke from furnace oil.

"BUY NOW" SALES

Under the stimulus of the Buy Right—But Buy Now movement exhibitors all over the country are cinching their offerings for the new season. Procrastination is being pushed aside and action taking its place. Every one is apparently striving to book up the big things now and being in fine position to properly exploit them when the time comes.

This seems to be borne out by the contracts that are being received daily for Warner Bros. and First National product, the subjoined list calling for the entire output of these producing companies:

California

Majestic, Benecia, Phil Frease; Gaiety, San Francisco, W. J. Baker; West Portal, San Francisco, Uptown Theatre Company, Inc.; Vista, Rio Vista, Paul Weiss; Strand, Gilroy, General Theatrical Corp.; Wincma, Scotia, Scotia Theatre Association; Ramona, Los Angeles, Ramona Amusement Company, Ltd.; Strand, Ocean Beach, F. Gruber

Connecticut

Poli, Meriden, Fox New England Theatres, Inc.

Georgia

Majestic, Nashville, Mrs. Cleo Echuls.

Idaho

Kenworthy, Moscow, M. Kenworthy.

Indiana

Royal, New Castle, F. W. Wrightsman.

Iowa

Englert Garden, Iowa City; Grand, Oelwein; Capitol, Clinton; Palace, Mason City; Park, Ft. Dodge; Rialto, Ft. Dodge and Majestic, Centerville, all operated by Central States Theatrical Corp.; Iowa, Lake City, R. M. Bernau.

Kentucky

Bon Ton, Shelbyville, L. I. Ethington; Brown, Louisville, J. G. Brown.

Massachusetts

Union Square, Pittsfield, John M. Cooney; Star, North Brookfield, F. Jones.

Maine

Community, York Village, Morton Fry.

Michigan

Coloma, Coloma, Mrs. C. C. Alguire; Dawn, Detroit, John E. Mebes; Strand, Flint, Lester Matt; Miracle, Pentwater, William Yonkman.

Minnesota

Falls, Minneapolis, A. W. Geis; New Holdingform, Holdingford, Jean Jordan.

Nevada

Reno, Reno, Lachman & Neff.

New York

Paramount, Millerton, E. J. Stuart; Family, Mt. Morris, James Martini.

Ohio

Yale, Cleveland, The Yale Theatre Co.

Pennsylvania

Ritz, Philadelphia, D. Barrist; Bison, Brownsville, Bison Theatre Co.

Texas

Owl, Ft. Worth, P. B. Eduards; Colonial, Taylor, Taylor Amusement Co.; Hippodrome, Ft. Worth, Earl Phoenix; Grand, Julia, C. W. McEarling, Jr.; Capitol, Ft. Worth, Earl Phoenix; Dixie, Bastrop, E. W. Gieson.

The Arthur C. Bromberg Attractions with offices at Atlanta, Charlotte and New Orleans, has closed the entire output of Big 4 Westerns in 49 situations as follows: Out of Atlanta—Tarpon Springs, Wauchula, Chipley, Ocala and Lakeland, Fla.; Ft. Valley, Rome, Griffin, Albany, Atlanta and Greensboro, Ga., Chattanooga, Cleveland and Jellico, Tenn., and Alexander City and Huntsville, Ala. Out of Charlotte—Mullins, Manning, Cheraw, Lancaster, Johnsonville, Hartsville, Westminster and Winsboro, S. C., Canton, Winston-Salem, Hickory, Belmont, Oxford, Sanford, Mayodan, Beaufort, Asheville, Mt. Olive, Wadesboro, Hillsboro, Kinston and Dunn, N. C., and Shelbyville, Tenn. Out of New Orleans—Marksville, Baton Rouge, Crowley, Independence and Tallulah, La.; Booneville and McComb, Miss.; Frisco City and Mobile, Ala., and Bayou La Batre, Okla.

DETROIT—Independents in this territory have been hit by the "Buy Now —But Buy Right" bug and have signed up with Excellent Pictures Corp. for Mascot's four serials to be released next season.

Exhibitors who have fallen in line include the following: Baldwin, Royal Oak, Mich.; Cozy, Detroit; Cinderella, Detroit; Crane, Detroit; Conant, Detroit; Castle, Detroit; Courtesy, Detroit; Del Ray, Detroit; Dix, Detroit; Doric, Detroit; Frontenac, Detroit; Greenwood, Detroit; Great Lakes, Detroit; Harmony, Detroit; Holbrook, Detroit; Linwood, Detroit; Medbury, Detroit; Michigan-Empire, Detroit; Monroe, Detroit; Michigan-Astor, Detroit; Oakman Boulevard, Detroit; Odeon, Detroit; Priscilla, Detroit; Park, Detroit; Picadilly, Detroit; Perrin, Detroit; Palace, Detroit; Roosevelt, Detroit; Republic, Detroit; Savoy, Detroit; Senate, Detroit; Theotorium, Detroit; White Star, Detroit; Willis, Detroit; Woodward-Grand, Detroit; Macomb, Mt. Clemons, Mich.; Wolverine, Detroit.

DALLAS—Allied Film Exchange, local distributors for Mascot's serials for 1931-32, report the following deals closed for "The Vanishing Legion," "The Galloping Ghost," "The Lightning Warrior" and "The Eagle's Shadow." Arcadia, Baytown, Tex.; Queen, Brownwood, Tex.; Northside, Houston; St. Elmo, Houston; Crim, Kilgore, Tex.; Fain, Livingston, Tex.; Mission, Menard, Tex.; Cherokee, Rusk, Tex.; National, San Antonio; Plaza, San Antonio; Strand, San Antonio, State, San Antonio.

ALBANY—Bernstein Bros. have signed for RKO-Pathe product for the Seneca Falls and the Colonial, Albany.

"BUY RIGHT—BUT BUY NOW"

Poster Films, British Ad Reels, in Canada

TORONTO—Advertising films—of another sort—are being put into circulation in Canada. They come under a film plan of the British Empire Marketing Board which is arranging an exchange of semi-dramatized film subjects between the various Dominions of the Empire. The government of Ontario has shipped 16 of these releases to England and has received a similar number from Great Britain. Whether they will be used by provincial governments in Canada as a wedge for British film quota systems or not remains to be seen. The English call them "poster films" and the reels sent depict various industrial, agricultural, civic, marine and other phases.

"BUY RIGHT—BUT BUY NOW"

Denver Permit Issued

DENVER — A building permit for $415,000 has been issued covering part of the work on the new 2700-seat Orpheum. The steel work is rising and the concrete work on the foundations is completed. The house will cost in the neighborhood of $1,000,000 when finished. Opening is planned for December.

Australian Houses Limit Advertising

SYDNEY—Drastic limitation of daily newspaper advertising space has been imposed by Union Theatres and Hoyts by mutual agreement, it is reported. It is possible that the scheme will go further, in that the M. P. D. A. will be called upon to limit all entertainment houses to the new maximum of 16 inches over three columns to avoid what is termed unnecessary and wasteful competition. It is pointed out that no limitation is placed upon the amount of money wished to be spent. A house may take 16 inches over three columns every day of the week—but splurges are out.

A similar plan was agreed upon by Sydney publicity men a year ago. Then, however, the maximum space that could be used in the various newspapers on the different days of the week was nominated. Business dropped so badly, that after a fortnight the plan was wiped out, and splashes came back as strongly as ever. The effect of the new idea will be watched closely.

"BUY RIGHT—BUT BUY NOW"

Paramount Now Twin Billing in Twin Cities

ST. PAUL—Paramount Publix has adopted a policy in the past few weeks of twinning the bills at the Tower theatre here with that of the Aster in Minneapolis. General Twin City billing is being used to some extent and the results are being watched by the Paramount people. The experiment is apparently brought about by the fact that RKO has used the twin bill policy for a year or more in the RKO Orpheum theatres of the two cities. The system enables RKO to use street-car and bus cards and radio advertising without troubling to impress on the public the name of the town in which the attraction is appearing. Reports are that RKO intends to continue the plan and that it may be possibly adopted by Publix for more of its Twin City houses.

"BUY RIGHT—BUT BUY NOW"

National Convention Mickey Mouse Plan

HOLLYWOOD — National convention of Mickey Mouse Clubs is being considered for 1932 by Walt Disney, creator of the cartoon rodent. The event would be held at the time of the Olympic games. Hundreds of thousands of children are enrolled in Mickey Mouse clubs throughout the United States.

Ban British Film

Toronto — Ontario censors are consistent in their rulings if nothing more. After banning all the gangster pictures that originated in the United States, the board was confronted with a gangsters picture from Merrie England. This picture, "The Man from Chicago," also went into the discard along with all the other racket films. It is the only British film that has ever been condemned in Ontario, according to the oldest inhabitant.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 65 NEW YORK, SATURDAY, AUGUST 15, 1931 TEN CENTS

More Owners Ready to Run Chi Machines

Operators Again Turn Down 1-Man Proposal

CHICAGO—For the second time, the operators' union has rejected independent exhibitors' demand for one man in the booth as a basis for settlement of the lockout of operators at 107 local houses.

Aaron Saperstein, president of the Allied Theatre Owners of Illinois, and W. A. Steffes, Northwest unit head, who is here co-operating with Saperstein, are non-committal on the situation, but assert that exhibitors have no thought of giving in to the two-man ruling.

Next week will see as many as 30 to 60 theatres reopened with owners operating their own machines. Prior to yesterday's meeting, Tom Maloy said he was "tired of being called the czar of the union." He said in a statement to newspapers that yesterday's meeting to vote on independents' one-man proposal would be an open affair, but the MOTION PICTURE DAILY correspondent was denied admittance.

"BUY RIGHT—BUT BUY NOW"

Operators in D.M. Bar Circuit Cuts

DES MOINES—Operators here, who have given cuts to small exhibitors, see no reason to grant reductions in wage scales to the Paramount and Des Moines, operated by Publix, states George Hartnet, business agent of the union.

Recently Harry Hiersteiner, operator of the Family, received a cut to $55 a week from $67 after he showed the union his books and sold it the idea he could not pay the $67 rate.

Abe Frankel of the Casino received

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

John Griffin, Pioneer In Toronto, Dies

TORONTO—John J. Griffin, 77, pioneer Toronto exhibitor, died here yesterday after a long illness. He gave the city its first picture house in 1906, opening a theatre which still is running. At one time Griffin owned 46 film and combination houses in Ontario. He reputedly was a millionaire, but never kept a set of books. His theatres gradually were sold to the late A. J. Small, Famous Players Canadian Corp., and the Allens.

Demand Contract Action

Columbus—Immediate action on adoption of the standard form of licensing agreement reached at the 5-5-5 conferences is asked in a resolution passed by trustees of the Ohio exhibitor association.

The present situation, it was said, is deplorable and should be remedied if the industry is to be saved from the "ignominy of many legal entanglements due to ignorance of exhibitors as to provisions of the many different forms of contract they are signing."

1,000 Dark Houses Sprucing Up for Labor Day Reopening

With Labor Day less than a month away, exhibitors throughout the country now are busy sprucing up their theatres for reopening Sept. 7. A minimum of 1,000 dark houses will be put into operation again after the summer respite, it is estimated.

While the exact number of theatres now dormant is unknown, many will not blossom forth again when the new season opens. This is largely due to antiquity of theatres which have been neglected in the past and overseated situations. However, there is a possibility of a number of the smaller houses throughout the country being reopened by exhibitors in search of new additions.

The number of theatres operated by independents will be increased considerably after Labor Day, observers say. Unaffiliated theatre owners are

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Commercial Lab Prints to Be Combated

HOLLYWOOD—Bad release prints are to be discussed at a proposed meeting between producers and the American Cinematograph Society. The cameramen say that commercial labs do "sloppy work" which is hurting the box-office. Prints made in the studios and shown in projection rooms at previews for executives are all right, but that release prints frequently are very bad with whole sequences often omitted.

This has the effect, it is asserted, of ruining the star and director by destroying production values. Cameramen say they have made a survey proving the charges. Standardization is wanted to save the industry from great losses.

"BUY RIGHT—BUT BUY NOW"

O' Reilly on Fence On Protest Action

Whether the Theatre Owners Chamber of Commerce of New York will be represented at the proposed protest meeting called by the M. P. T. O. A. of Eastern Philadalphia and Southern New Jersey and to be held in New York has yet to be decided. The meeting is to discuss the sales

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Stops Park Showings In N. Y. by Injunction

First action to counteract alleged moves by the operators' union against the Lee Ochs theatres has been won with the handing down of

(*Continued on page 2*)

Warner Theatres on Coast Enjoy a Boom

SAN FRANCISCO—Business of the 17 Warner theatres on the Coast has increased 7½ per cent during the past 40 days, Frank L. Newman, Pacific Coast manager of the circuit, declared during a visit here. The Warner Theatre in San Francisco, he added, has achieved an outstand profit.

"The American public always has the price of a good show regardless of business conditions," he declared.

"BUY RIGHT—BUT BUY NOW"

Gabe Yorke Returns As Griswold's Aide

Gabe Yorke, veteran Fox advertising and publicity executive, is to return to New York at an early date as assistant to Glenn Griswold, director of public relations. Robert (Bob) Collier is to take over Yorke's post on the Coast, as director of advertising and publicity of Fox West Coast Theatres.

Brandt Ready To Encourage Independents

Product of Free Lancers Welcome, Says Chief

Columbia looks with favor upon the trend toward unit production and is ready to consider release of product of any independent producer of demonstrated ability, Joe Brandt, company president, states.



Joe Brandt

The firm has been encouraging independents and in the last year has taken over a number of outside pictures for release, including "Charley's Aunt," "Africa Speaks," "Meet the Wife" and six British International Pictures' productions.

The company this year has "The Pagan Lady," produced by Harry Edwards, and in ad-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Fox Publicity Men Quit Wampas on Poll

HOLLYWOOD—Frank Perritt and Ken Whitmore, Fox publicity men, have resigned from the Wampas following naming of the 1931 Baby Stars. No Fox players were nominated by the publicity men's organization. Helen Mack and Linda Watkins were nominated, but Miss Watkins was chosen only as an alternate and Miss Mack was ignored. The Wampas has declined to accept the resignations.

"BUY RIGHT—BUT BUY NOW"

Twin-Bill Ouster In N. Y. Distant

Chances for elimination of double feature programs in Greater New York are slight if present indications are any criterion. Having played double features for some time, the Springer-Cocalis circuit now is showing triple features in four of its Bronx theatres. Thursday and Friday the following three talkers played day and date at the Ward, Rosedale, Castle Hill and Interboro theatres: "Lawyer's Secret," "Kiss Me Again" and "The Fighting Sheriff." No advance in admission was charged.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 50 August 15, 1931 No. 65

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Swampscott Site of S.M.P.E. Fall Meet

The fall meeting of the Society of Motion Picture Engineers will be held at the New Ocean House, Swampscott, Mass., October 5 to 8, the board of governors decided at its meeting in Schenectady.

"BUY RIGHT—BUT BUY NOW"

Walker to Reopen Cincinnati Stock

CINCINNATI—Stuart Walker, temporarily directing for Paramount, writes from Hollywood that he will return here for the opening of his dramatic stock company, which starts its sixteenth season early in October.

"BUY RIGHT—BUT BUY NOW"

O'Reilly on Fence On Protest Action

(Continued from page 1)

policies and contracts of M-G-M and is to be attended by units of the M. P. T. O. A. and Allied States Associations.

Charles O'Reilly, president of the New York unit, yesterday admitted receiving a telegram from the Philadelphia unit asking support for the move, but as yet has neither answered the wire nor yet decided whether he or anyone from the organization will be on hand at the suggested confab.

"BUY RIGHT—BUT BUY NOW"

Stops Park Showings In N. Y. by Injunction

(Continued from page 1)

an injunction prohibiting the Women's Labor Auxiliary and Mothers' Club from giving free shows in five New York parks. The club is said to be composed of operators' wives who are fighting the ejection of union men from the independent circuit operators' theatres. The injunction was handed down in the Supreme Court of Brooklyn and prohibits showings in the Mosholu, Highbridge, St. James, Poe and Yeshiva College Parks.

1,000 Closed Houses Reopen On Labor Day

(Continued from page 1)

constantly buying theatres from the major circuits and will continue to add to their holdings, it is indicated. The circuits in a number of instances are selling only one-half interest in their houses but with the provision for management by the independent exhibitor.

The move to renovate is gradually gaining and is expected to be in full swing within the next two weeks.

"BUY RIGHT—BUT BUY NOW"

Operators in D. M. Bar Circuit Cuts

(Continued from page 1)

a pleasant surprise when he was called in to be notified that the same reduction would be given him for the operators at the Casino. Sam Elman also received a cut for his East Des Moines house. Harry Mitznick, who was operating at the Ritz Theatre, closed it to install new equipment, and is awaiting decision from the union heads whether they can help him out with a little cut for booth operators.

However, union men do not feel so kindly inclined to Publix, especially since the morning papers came out with the announcement that Publix had made $1,500,000 the last year.

Efforts on the part of the union heads to open negotiations with Publix in regard to the contracts which will be made on September 1 have not met with response. Everyone is waiting to see what happens in Chicago. But the union heads here are expecting that they will be asked to take a cut and also to use one operator in a booth. The first is not reasonable and the second not safe, say union heads.

"BUY RIGHT—BUT BUY NOW"

LeBaron Coming East

LOS ANGELES—William LeBaron is leaving for New York in a day or two.

Brandt Ready To Encourage Independents

(Continued from page 1)

dition has a contract with Patrician Pictures for release of that firm's product. The deal with Patrician, which firm is headed by Walter Camp, Jr., and Emil Jensen, calls for release of one picture by Columbia, with subsequent productions subject to previewing.

Columbia is not coaxing production executives and directors away from any other company, nor will it help them "chisel" on salary increases, Brandt made clear, but in cases where they "strike out on their own" he is willing to "talk turkey" if they can deliver. Good pictures, he says, are "the one factor entering into the situation" and if any independents can supply the need, they will be given the break.

The future, Brandt believes, will witness development of production executives from the writers' ranks, because "good stories are the bulwark of picture business." Personalities are important, says Brandt, but the last season has demonstrated the prime importance of story and director.

"BUY RIGHT—BUT BUY NOW"

Deal for 11 Houses In Brooklyn Closed

Negotiations have been concluded for the acquisition of 11 Brooklyn Fox theatres by Louis Frisch and Sam Rinzler. The new group will make 28 for the circuit, the partners previously having taken 17 from Fox in the same borough. Included in the deal, which will be turned over August 30 for independent operation, are the following houses: Commodore, Roebling, Republic, Marcy, Merserole, Alba, Lefferts, Cross Bay, Embassy, Kinema and Fortway.

"BUY RIGHT—BUT BUY NOW"

Fitzgerald Gets Post

SAN FRANCISCO—Edward Fitzgerald, former publicity man, has been named manager of the Warner Theatre here.

Stocks Rally; E. K. Gains 3¼ Points

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	14⅜	14⅛	14⅜	+ ¾	200
Eastman Kodak	145¾	143	145¼	+3¼	2,900
Fox Film "A"	14¼	13⅛	14¼	+1⅛	18,600
General Theatre Equipment new	2⅝	2¼	2⅝	+ ½	12,100
Loew's, Inc	48½	47⅜	48	+1⅛	10,100
Paramount Publix	24¾	23⅝	24¾	+1¼	16,900
Pathe Exchange	1½	1½	1½	.....	400
Pathe Exchange "A"	6⅝	6⅜	6⅝	— ⅛	300
RKO	15¼	15	15	+ ⅜	15,300
Warner Bros.	8¾	8⅛	8½	+ ¼	16,000
Warner Bros. pfd	21	21	21	.....	300

Gain Shown on Curb; G. T. E. Up 1⅛

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2½	2¼	2½	+ ¼	500
General Theatre Equipment pfd	5	4¼	5	+1⅛	2,100
Sentry Safety Control	¾	¾	¾	+ ⅛	300
Trans Lux	5⅛	5⅛	5⅛	— ⅛	200

Bonds Also Advance; G. T. E. Gains 2¼

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	27	25	26	+2¼	16
Loew's 6s '41 ex war	99	98½	98½	.....	22
Paramount F. L. 6s '47	87¾	87⅜	87¾	— ¼	26
Paramount Publix 5½s, '50	78½	76½	76½	— ½	9
Pathe 7s '37 ww	94	93⅜	94	+ ⅝	23
Warner Bros. 6s '39 wd	53¼	51⅜	52½	+1⅛	65

Purely Personal

JACK (PHIL M. DALY) HARROWER, who is to be married September 12, will get the works September 10 at a stag dinner in his honor sponsored by the AMPA. George Harvey is chairman of the arrangement committee, Paul Benjamin, treasurer, and Ed McNamee, secretary. Tickets are $3.50 per.

Bert Hanlon, "M-i-s-s-i-s-s-i-p-p-i" and "I'd Like to Be a Monkey in the Zoo" author, has signed a writer's contract with Fox and leaves for the Coast in September.

HERMAN MAIER, head of Warners' theatre construction department, has returned from a trip to Albany where he supervised redecorations of the Warner houses.

JIM WEED has been named manager of the Strand in Middletown, O. He formerly was manager of Keith's in Dayton.

LOUIS GELLER had better catch up on his bridge if he ever expects to make up the $28 he lost the other night.

JOE HEBREW, Philadelphia Warner-First National manager, was in town yesterday and shot right back to the Quaker Town.

CHARLIE EINFELD, head of the W. B.-F. N. publicity and advertising departments, slipped off for a week's vacation last night.

JOE LEO and Rudy Kramer, former Fox Theatre executives, strolling down Broadway yesterday. Leo sported a new cane.

TOM NAMAC of the W. B.-F. N. publicity department left last night for a two weeks' vacation.

"BUY RIGHT—BUT BUY NOW"

Duplicate RCA Order

Initial manufacturing order for 500 units of RCA's special size sound reproducer now is being duplicated to take care of commercial and foreign orders for the rest of the year, according to E. O. Heyl, vice-president in charge of sales.

"BUY RIGHT—BUT BUY NOW"

Football Series Available

All of the six subjects in the "Football for the Fans" series being distributed by Educational will be available to exhibitors before the football season arrives, it is announced.

"BUY RIGHT—BUT BUY NOW"

1,800 in One Hour

At the end of the first hour 1,800 tickets were sold at the Hollywood, where "Bought" opened yesterday, Warners-First National states.

"BUY RIGHT—BUT BUY NOW"

Opens Thursday

ALBANY—Warners will reopen the Strand next Thursday. "Bought" will be the first attraction.

A PREDICTION

IN 1914 Eastman announced the first panchromatic motion picture negative film. It swept the country... In March, 1931, Eastman announced the first stable ultra-speed panchromatic—Eastman *Super-sensitive* Panchromatic Negative, *Type 2*...It is predicted that just as color-sensitive film has practically replaced color-blind material, so the new Eastman *Super-sensitive* will make slower emulsions virtually obsolete...Naturally the producers and camera men who are adopting this remarkable film *now* will reap the greatest advantage... Eastman Kodak Company, Rochester, New York. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN *SUPER-SENSITIVE*
Panchromatic Negative, *Type 2*

"Dirigible" High Flyer In Beantown

Total $155,500 for 8 Theatres

BOSTON—"Dirigible" at Keith's topped the grosses, with "The Secret Call" at the Metropolitan and "The Smiling Lieutenant," playing simultaneously at the Olympia, Fenway and Uptown for a second week's showing, making a close bid for second honors.

Paramount's change of opening day to Friday at the Metropolitan has had no noticeable effect one way or the other on box office quotations.

Estimated takings for week ending Aug. 13 and year-round averages:

"MOTHER'S MILLIONS" (Univ.)
KEITH-BOSTON — (2,500), 25c-60c, 7 days. Vaude. **Gross:** $19,000. (Average, $18,000.)

"DIRIGIBLE" (Col.)
KEITH'S—(2,800), 25c-65c, 7 days. **Gross:** $20,000. (Average, $20,000.)

"SON OF INDIA" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $20,000. (Average, $20,000.)

"SPORTING BLOOD" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $21,000. (Average, $20,000.)

"THE SECRET CALL" (Para.)
METROPOLITAN — (4,350), 25c-60c, 7 days. **Gross:** $33,000. (Average, $32,000.)

"THE SMILING LIEUTENANT" (Para.)
OLYMPIA — (2,500), 25c-50c, 7 days. **Gross:** $15,500. (Average, $15,000.)

"THE MAGNIFICENT LIE" (Para.)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **(Gross:** $14,000. (Average, $15,000.)

"THE SMILING LIEUTENANT" (Para.)
UPTOWN — (2,000), 25c-60c, 7 days. **Gross:** $13,000. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

"Bought" Pays Off in Buffalo With $25,800

Total $83,200 for 5 Theatres

BUFFALO—Business in general was better and more evenly distributed than last week. "Bought" was the outstanding card, getting $25,800 for the week. A locally-made talker failed to change the draw at the Lafayette. Cool weather helped grosses.

Estimated takings for the week ending August 14 and year-round averages:

"BOUGHT" (Warners)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show. **Gross:** $25,800. (Average, $25,000.)

"MURDER BY THE CLOCK" (Para.)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $9,800. (Average, $12,000.)

"SPORTING BLOOD" (M-G-M)
GREAT LAKES—(3,000), 25c-60c, 7 days. Waring's Pennsylvanians on stage. **Gross:** $21,900. (Average, $22,500.

"FIVE AND TEN" (M-G-M)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaudeville, with Harry Langdon. **Gross:** $19,000. (Average, $20,000.)

"THE VIKING" (Independent)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $6,700. (Average, $12,000.)

'Politics' Pays $5,000 Above In Providence

Total $51,500 for 5 Theatres

PROVIDENCE—"Politics" took the city by storm, grossing $23,000 at Loew's State and beating average by five grand. The weather was ideal and the Majestic grossed $13,000, $3,000 above par with "Magnificent Lie."

Offering "Woman Between," the RKO Albee slipped to $4,500, which is $4,500 below standard. Its sister house, the RKO Victory, with an average of $6,500, batted around $2,000 with "Mother's Millions," while the Paramount managed to gross $9,000 with "Murder by the Clock."

Estimated takings for the week ending August 13 and year-round averages:

"POLITICS" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $23,000. (Average, $18,000.)

"MAGNIFICENT LIE" (Para.)
MAJESTIC—(2,300), 10c-50c, 7 days. **Gross:** $13,000. (Averages, $10,000.)

"WOMAN BETWEEN" (Radio)
RKO ALBEE—(2,500), 10c-50c, 7 days. **Gross:** $4,500. (Average, $9,000.)

"MOTHER'S MILLIONS" (Univ.)
RKO VICTORY—(1,600), 10c-50c, 7 days. **Gross:** $2,000. (Average, $6,500.)

"MURDER BY THE CLOCK" (Para.)
PARAMOUNT—(2,300), 10c-50c, 7 days. **Gross:** $9,000. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Thermometer Drops; Albany Runs Benefit

Total $23,950 for 4 Theatres

ALBANY—While only one house hit par, the manner in which the public flocked to the theatres on cool days assured exhibitors that with the demise of daylight saving and the advent of better weather there will be a decided boost in business. Their optimism was prompted by the fact that standing room only was available on several nights.

"Laughing Sinners" clicked $9,100 at the Harmanus-Bleecker Hall, the result being satisfactory to the management in view of the season, and "The Magnificent Lie" made the grade at RKO Proctor's with $3,000.

Estimated takings for the week ending August 13 and year-round averages:

"LAUGHING SINNERS" (M-G-M)
HARMANUS-BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $9,100. (Average, $10,000.)

"HUSH MONEY" (Fox)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $5,450. (Average, $6,000.)

"ARIZONA" (Col.)
RKO PROCTOR'S — (1,500), 25-60c, 3 days. **Gross:** $2,300. (Average, $3,000.)

"MAGNIFICENT LIE" (Para.)
RKO PROCTOR'S — (1,500), 25c-60c, 3 days. **Gross:** $3,000. (Average, $3,000.)

"SHERLOCK HOLMES' FATAL HOUR" (First Division)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $4,100. (Average, $4,500.)

Monsieur, He Makes a Hit In Cleveland

Total $98,500 for 7 Theatres

CLEVELAND—Cool evenings and good pictures resulted in high grosses generally for the second successive week. M. Chevalier proved his popularity here to such an extent that "The Smiling Lieutenant" took in $24,000 at the Allen, beating normal by $6,000. By grossing $17,000, which is $2,000 above average, "The Common Law" won a second week at the Hippodrome.

"Sherlock Holmes' Fatal Hour" was big at the Lake, beating par by $2,000 to reach $7,000. "The Woman Between," aided by Bessie Love in person, landed $24,000 for the Palace.

Estimated takings for the week ending August 13 and year-round grosses averages:

"SHERLOCK HOLMES' FATAL HOUR" (Standard)
WARNER'S LAKE—(800), 40c-60c, 4 days. **Gross:** $7,000. (Average, $5,000.)

Week Ending Aug. 14:

"THE SMILING LIEUTENANT" (Para.)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $24,000. (Average, $18,000.)

"BEGGARS OPERA" (German)
ALHAMBRA—(1,400), 10c-50c, evening only, 7 days. **Gross:** $3,000. (Average, $4,000.)

"GOLDIE" (Fox)
CAMEO—(1,200), 25c-50c, 7 days. **Gross:** $3,500. (Average, $5,000.)

"COMMON LAW" (RKO-Pathe)
RKO HIPPODROME—(3,800), 25c-35c-50c-75c, 7 days. **Gross:** $17,000. (Average, $15,000.)

"THE WOMAN BETWEEN" (Radio)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. Bessie Love in person. **Gross:** $24,000. (Average, $23,000.)

"HUSH MONEY" (Fox)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $26,000. (Average, $20,000.)

"High Stakes" Draws Best in Philadelphia

Total $136,000 for 8 Theatres

PHILADELPHIA—"High Stakes" won the box-office race last week, cashing in $19,000 at Keith's, whose average intake is $15,000. Others to go over the par mark were "Politics" with $7,000 at the Karlton; "Their Mad Moment" with $19,000 at the Earle and "The Miracle Woman" with $41,000 at the Mastbaum.

Estimated takings for the week ending August 13 and year-round averages:

"THE SECRET CALL" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,500. (Average, $3,000.)

"THEIR MAD MOMENT" (Fox)
EARLE—(2,000), 25c-65c, 6 days. Vaude. **Gross:** $19,000. (Average, $18,000.)

"THE MAGNIFICENT LIE" (Para.)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $25,000. (Average, $26,000.)

"HIGH STAKES" (Radio)
KEITH'S — (1,800), 35c-50c-75c, 6 days. **Gross:** $19,000. (Average, $15,000.)

"POLITICS" (M-G-M)
KARLTON—(1,000), 40c-50c, 6 days. **Gross:** $7,000. (Average, $5,000.)

"THE MIRACLE WOMAN" (Col.)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show. **Gross:** $41,000. (Average, $40,000.)

"THE SMILING LIEUTENANT" (Para.)
STANLEY—(3,700), 35c-50c-75c, 6 days. **Gross:** $14,000. (Average, $18,000.)

"DIRIGIBLE" (Col.)
STANTON — (1,700), 25c-65c, 6 days. **Gross:** $8,500. (Average, $11,000.)

"BUY RIGHT—BUT BUY NOW"

Four Days for 'Free Soul'

BUFFALO—Two days usually is the limit for pictures in Shea's Elmwood, second-run neighborhood, but four were necessary for M-G-M's "A Free Soul."

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Vol. 30. No. 66 NEW YORK, MONDAY, AUGUST 17, 1931 TEN CENTS

Loew's May Lease Warner Philly House

Reported After Keith's as First Run Outlet

PHILADELPHIA—Loew's is preparing for an invasion of this city and possibly other points in the territory, it is rumored here. The new report indicates that the stories that Warners and M-G-M were about to make a deal on product are without foundation.

The local Rialto sees a curious situation developing in reported negotiations of Loew's for Keith's, which Warners took over when the peace treaty was made with Paramount. The theatre had been serving as the Paramount outlet while that company was at odds with Warners.

Warners are said to feel that if Loew's is determined to come into the city, a deal on Keith's would circumvent addition of another theatre to the city. The company now is preparing to reopen the Boyd and in October will reopen the Aldine.

Colonel E. A. Schiller of Loew's could not be reached Saturday for a statement on the Philadelphia report.

"BUY RIGHT—BUT BUY NOW"

Union Adamant, 10 Dark in Birmingham

BIRMINGHAM—Operators here have refused to accept the offer of Frank Merritt, president of Birmingham Theatrical Amusements, to reopen the ten theatres which closed recently. The proposal made by the theatre owners involved a considerable decrease in salary and the putting in effect a one man six-hour shift instead of using two operators for each house as has been customary in the past.

J. C. Harper, business agent for the operators, announced that his organization expected to abide by the pres-

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

Warners Mark Time On 3 New Theatres

Although Warners have plans for three new theatres, no decision has been reached for starting construction on any of the houses. The approved plans are for theatres in Ridgewood, Conn., Baltimore and Washington. On August 19 the new house at Torrington, Conn., will be opened with Herman Maier, head of the construction department, on hand.

Hit Gang Films

Los Angeles—Ban on gangster pictures is reported planned by a number of Coast cities. The plan is to make their showing illegal by ordinance. Salem, Ore., has prepared such an ordinance and other towns are reported ready to follow suit. This is because of the general criticism against gangster films.

Fox Will Fight Rental System Of Accessories

Fox is contemplating a test case against poster companies renting out its copyrighted posters and stills to exhibitors. Fox figures that it costs the company an average of $15,000 to make up accessories on every picture and the poster renters without any expense are using their material to make a living.

The company has put a clause in its contract to the effect that exhibitors cannot lease or resell its accessories, but many small exhibitors are breaching the contract by selling this material to poster renters after finishing with it. Practically all of the major circuits are returning the

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

Indianapolis Is Not Missing Stage Shows

INDIANAPOLIS—Dropping of stage shows by Publix apparently has made little difference here, for grosses are holding up well and even showing a betterment. The stage shows were dropped because of a dispute with the musicians' union.

Warner Sales Hit the Sky In One Week

Warners' sales department last week chalked up a record volume of business, states Claude Ezell, eastern sales manager, and Gradwell L. Sears, western sales manager. Negotiations that had been pending for several months were brought to a head and signatures affixed in the office of Sam E. Morris. The closed deals will mean millions in revenue to the Warners, the executives state.

Contracts signed includes that calling for 100 per cent showing of Warner-First National product in all the

(*Continued on page* 11)

"BUY RIGHT—BUT BUY NOW"

21 of 165 New W. B. Shorts Completed

With a schedule of 186 shorts to be turned out at the Brooklyn studios, Vitaphone has completed 21 of the new subjects, leaving 165 yet to go. The studio under supervision of Sam Sax is maintaining an average production of two shorts a week at present. This number will be increased later.

Anti-Percentage Stand By Another Allied Unit

MINNEAPOLIS—Members of the Northwest exhibitor unit have been asked by President Bennie Berger to refuse to sign percentage contracts. The association is perturbed over advent of the Federal Checking Bureau in this territory. The bureau recently opened an office here.

The stand against percentage contracts coincides with that of other member units of Allied States Association. In Baltimore, the Maryland exhibitor unit has turned thumbs down on percentage contracts, with Paramount and M-G-M hardest hit. As a result, these firms may build or acquire neighborhood houses, it is said.

Meanwhile, Berger in a bulletin to members explains why he has bought Paramount product for his Bemidji theatre in the face of the buying strike declared by the organization He says that he was out of pictures for August and September and necessity forced the Paramount contract. The Northwest unit is asking its members to wait until after the annual convention September 9 and 10 before buying product.

Ohio Circuits Join to Solve Overseating

RKO Leases from Loew in Columbus; P.P. in Cincy

COLUMBUS—Co-operation between circuits, which is resulting in deals to alleviate overseated conditions in a number of cities, will be exemplified here, it is understood, with RKO securing lease of the Broadway from Loew's. Previously, RKO had plans for building a new house here to replace the Majestic, now under lease.

The Broadway will be enlarged, new equipment installed and the house completely redecorated. It is to be ready for occupancy early next year.

RKO to Operate Cincy Paramount

CINCINNATI—Add the new Paramount house here to the theatres figuring in deals between various circuits. The house, which was built by Publix, will be operated by RKO when it opens September 5. It is a neighborhood house and will play second runs 14 days after their showing downtown.

"BUY RIGHT—BUT BUY NOW"

Censor Plan Is Outlined in France

PARIS—Decision of the French government to establish an official committee has been followed by plans to vest in the new body full power to censor all product shown in the country and to pass on trade disputes, establishing laws and regulations governing operation of the industry.

Members of the Public Instruction and Fine Arts branches and deputies and senators will comprise the board, which will be divided into five divisions governing law, technical, professional, educational and trade questions.

"BUY RIGHT—BUT BUY NOW"

Kids Doubled Up in Seats in Free Shows

DENVER—The Denver Theatre put on a free showing of "Huckleberry Finn" for the youngsters of this town and 12,000 responded. The streets were jammed with the children for blocks. The show started at 9 A. M. and by putting two in a seat 4,000 got into the theatre. That hardly made a dent in the crowd, so Holden Swiger announced that the first two paid shows would be called off in order to accommodate the kids.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 17, 1931 No. 66

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

New Para. Stock to Be Listed at $25

Supplementing his announcement to the press regarding Paramount's action in voting a 2½ per cent stock dividend instead of the regular quarterly cash disbursement of 62½ cents on the common, Adolph Zukor has sent a letter to stockholders asserting that the scrip certificates will be good only to September 30, 1936. Common stock issued in payment of the next dividend will be capitalized on the books of the company at the rate of $25 per share and earned surplus of this amount will be transferred to capital account in respect of each share issued. Before giving effect to this dividend the paid-in capital of the corporation is equal to $40.24 per share of common stock issued, and after giving effect to the payment of this dividend will be about $39.87 per share.

"BUY RIGHT—BUT BUY NOW"

Midgets Sing Swan Song in Louisville

LOUISVILLE—With a steam shovel removing the last traces of a pee-wee golf course at Third and Chestnut and another on Fourth, near Broadway, having evoluted into a parking lot, after removal of the stage scenery, the downtown or theatrical district of Louisville is again free of the midgets, which couldn't make the grade this year.

"BUY RIGHT—BUT BUY NOW"

Sternberg with Cameo

Paul Sternberg, composer, solo pianist, arranger and orchestra conductor, has joined Cameo Broadcasting and Recording Studios as head of the music score and synchronization department, states Jack Goetz.

"BUY RIGHT—BUT BUY NOW"

To Release Series

High-Art Pictures Corp., recently formed by Nathan Hirsch and Morris Kleinerman, will release a series of Yiddish talking pictures, the first of which is "His Wife's Lover," starring Ludwig Satz.

Off the Record

JUST how misunderstanding can create ill will was illustrated in the case of two executives of a certain distributing firm. One suspected the other was trying to undermine him and thought about it so much that he sold himself the idea that his suspicions were true. As a matter of fact, the suspected exec was in reality boosting the other and on occasion had done him many a good turn.

The showdown came when the suspicious one complained to the boss. The latter sent for the accused, and told the two to thresh out the matter poste haste. They did, and the suspected exec showed the other the true state of affairs, told him of a few of the turns he had done for him and then gave him some sound constructive criticism on his department. The upshot of it all was an apology, and now the two are the best of friends.

That row in Chicago reminds John Manning, veteran roadshowman, of the time when he almost was put on the spot in Chicago, over a misunderstanding concerning an operator, when he was there with a "Way Down East" company some years ago. Manning was advised that he was marked for the spot and a description of the finger men and the time of their appearance also was given him. Maybe he didn't have some time arguing himself out of the predicament.

Reports that the Frisch-Rinzler circuit (Randforce Operating Co.) in Brooklyn is an operating unit for Fox theatres is denied all around. Accompanying the reports is the story that Fox was turning the houses over to the two independent operators as one way of getting out of the union operator jam. In face of the latest deal Frisch-Rinzler closed with Fox for another group of theatres in Brooklyn, the theory given the report is contradictory since the two exhibitors are not taking the Brownsville houses.

Hays Office Pays for Williams' Funeral

SAN FRANCISCO — After Allied Amusement Industries of California had guaranteed costs of the funeral of Mrs. Earle Williams, widow of the screen star who committed suicide after killing her two children and her mother, the Hays associates assumed all expenses. Action of the local industry representatives prevented Mrs. Williams' burial in potters' field.

The committee which represented the local industry at the funeral consisted of Louis R. Greenfield, Maurice Klein, Dennis McIneray, Charles Thall, Harry Sachs, William Citron. Rabbi Michael Fried volunteered to preach the sermon at the services.

Claude Neon Lights Wins Patent Decision

An injunction has been awarded to Claude Neon Lights, Inc., against Federal Neon Tube Corp. of New York holding that the latter has infringed on Claude patent 1,125,476. Judge Robert P. Patterson in the U. S. District Court, handing down the decision, held that the Federal company and its officers were liable for profits derived by them and damages sustained by Claude Neon.

"BUY RIGHT—BUT BUY NOW"

Postpones Reopening

BUFFALO—Reopening of the Hollywood by Basil Bros. has been postponed until September 5.

Loew's and E. K. Up

	High	Low	Close	Net Change	Sales
Eastman Kodak	148½	145½	148½	+3½	3,900
Fox Film "A"	14¾	14¼	14⅜	+ ⅛	3,400
General Theatre Equip. new	2⅝	2⅝	2⅝	+ ⅛	800
Loew's Inc.	49¾	48⅜	49	+1	7,300
Paramount Publix	24¾	24½	24¾	.....	3,800
Pathe Exchange	1½	1½	1½	.....	500
Pathe Exchange "A"	6½	6⅜	6½	+ ⅛	300
R K O	15½	15⅛	15⅛	+ ⅛	5,500
Warner Bros.	8¾	8⅛	8⅝	+ ⅛	4,200
Warner Bros. pfd	21	21	21	.....	100

Curb Slow; G. T. Sales Big

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2½	2½	2½	.....	200
General Theatres Equip. pfd	5⅜	5	5⅛	+ ⅛	1,900
Sentry Safety Control	¾	¾	¾	.....	100
Technicolor	7½	7½	7½	+ ½	200
Trans Lux	5	5	5	— ⅛	400

Bonds Active; Warners Up

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	28½	26	28½	+2½	11
Keith B. F. 6s '46	67¼	67	67	.....	10
Paramount Broadway 5½s '51	102⅞	102⅜	102⅜	— ⅛	1
Paramount F. L. 6s '47	88	87⅞	88	+ ¼	4
Paramount Publix 5½s, '50	78	77¼	78	+1½	8
Warner Bros. 6s '39 wd	54¾	53	54¾	+2⅝	36

"West of Broadway"

(M-G-M)

HOLLYWOOD — John Gilbert's latest vehicle presents him as a churlish, ungentlemanly character who marries a girl in a drunken stupor and refuses to be decent about it afterward. It is hardly calculated to enhance the star's waning popularity. Lois Moran as the girl does exceptionally fine work and she and El Brendel, together with others of the cast, do all they can to make up for the unattractive role played by Gilbert. There is some beautiful scenery in the sequences laid in Arizona.

LEO MEEHAN

Purely Personal

ROBERT J. O'DONNELL, new Publix division manager in the Southwest, is on an inspection tour of his territory. He is accompanied by John F. Barry, director of personnel, and Gaston Dureau, booking supervisor for the territory. The party will visit New Orleans, Dallas and other towns of the division.

ARCH REEVE, Paramount studio publicity chief, is pepped up over the Marx Brothers' new comedy, "Monkey Business." In wire to S. R. Kent, he went into a real rave over the picture. This was supplemented by a wire from Harold B. Franklin.

LOU SMITH, publicity director at the Criterion, New York, is getting results by playing up the romantic angle and subduing the tragic side of "An American Tragedy."

JAMES H. MCCOY, manager of the Olympia Theatre at Miami, got a real break when a shake-up in the city government took place just before he played "Politics."

SYDNEY E. ABEL, who recently resigned as general sales manager of RCA Photophone, is working on a new venture soon to be announced.

MARIAN MARSH returns to New York this morning after week-ending at the Westchester estate of H. M. Warner.

EDWARD G. ROBINSON this week is appearing at the Albee in Brooklyn.

"BUY RIGHT—BUT BUY NOW"

University Offers Films

BERKELEY, CAL.—Boyd B. Rakestraw, acting director of the University of California Extension Division at Berkeley, Cal., reports that more than 1,500 reels of educational films are available for distribution, in addition to entertainment films. A new group of films dealing with athletics, recreation, hygiene and physiology has been added to the university's film library.

"BUY RIGHT—BUT BUY NOW"

Merrick at Portland

PORTLAND—Joe Merrick, formerly Middle West division manager for Tiffany, now is managing Universal's exchange here.

I said it once

and I repeat that

the fall crop of pictures

is going to be the best

ever sent from cinemaland"

that's what

FLORABEL MUIR said in New York Daily News after previewing 6 new season pictures completed at the FOX studios

"100% Entertainment"

— Chicago Tribune

YOUNG

with

FIFI DORSAY

LUCIEN LITTLEFIELD

Donald Dillaway

Terrance Ray • Rosalie Roy

Directed by

FRANK BORZAGE

•

"Best thing Will Rogers has done on the screen since THEY HAD TO SEE PARIS."
— Chicago Evening American

"Confidently recommended to everyone, young or old. The whole family will like it."
— Chicago Evening Post





Will ROGERS

in **George Ade's play**

AS YOU FEEL

This picture tells the story and sets the advertising for the snappiest Rogers picture ever screened.

Showmanship is packed into every page of the campaign book — *get it and sell your town with showmanship they can't resist.* It's all in the book.





"INTENSELY HUMAN"

—Kann, Motion Picture Daily

"Intensely human" and more. Weeping women will call it a wonder picture. Men will thrill to its pathos and realism. All ages will give it that word-of-mouth advertising that so surely marks the box office smash.

Dunn and Eilers with their sensational performances and a deathless story unite to make the biggest hit of 1931.

Dunn Sally Eilers

in

BAD GIRL

WITH

MINNA GOMBELL • WILLIAM PAWLEY

From Vina Delmar's novel and play by her and Brian Marlowe

Directed by **FRANK BORZAGE**



"Exhibitors everywhere should insist upon getting BAD GIRL. It is a triumph for the Fox production forces... As tender in spots as 7TH HEAVEN, rich in the human quality that makes the real Borzage picture something more than just a picture, BAD GIRL is an achievement that will renew our faith in the art of the screen . . . There was a lump in my throat nearly all the time I was viewing the picture, and when James Dunn implores the great doctor to take the confinement case, I broke down and cried. He gives a magnificent exhibition of emotional acting. If you can watch that scene and speak within five minutes after it is over, you are hard-boiled."

—*Hollywood Spectator*

"DAZZLING IN ITS BRILLIANCE"

—*New York American*

Swell entertainment. The best film unreeled at the Cathedral of Motion Pictures in many weeks. Dramatic story, clever direction, excellent camera effects and a good cast.
—*New York Evening Journal*

Recommended without hesitation. Good melodrama with suspense, excitement and a smoothworking plot. —*New York Sun*

Races at cyclonic pace through all its thrilling length . . . Technical perfection and entertainment extraordinary. A directorial achievement actually dazzling in its brilliance.
—*New York American*

Brilliantly directed. Excellent cast. Holds interest to final scene. Had the Roxy audience breathless.
—*New York Evening Graphic*

Vastly entertaining melodrama Splendidly acted by an unusually interesting cast. Points way to new film technique.
—*New York Daily Mirror*



TRANSATLANTIC

with

EDMUND LOWE
LOIS MORAN

John Halliday
Jean Hersholt
Greta Nissen
Myrna Loy

Directed by
WILLIAM K. HOWARD





TOGETHER AGAIN . . .

The Incomparable Box Office Team

Janet GAYNOR

Charles FARRELL

in

Merely Mary Ann

with **BERYL MERCER**

J. M. KERRIGAN

Adapted from Israel Zangwill's play by Jules Furthman

Directed by **HENRY KING**

"MERELY MARY ANN should make itself a lot of money in the loop and outlying houses."
—*Clark Rodenbach, Chicago Daily News*

"This is another DADDY LONG LEGS in popular appeal. It is very rare for a star to have such good luck in two consecutive roles as has befallen Janet Gaynor, and her popularity rating should take a great jump ... In fact, MERELY MARY ANN is just about all right in every particular. It should be as popular as DADDY LONG LEGS, even more so. It is the kind of picture which keeps the great majority of the public faithful movie fans."
—*Genevieve Harris, Chicago Evening Post*

Here's comedy with a stick of dynamite. It will rock 'em with laughter and jolt 'em with surprises. You haven't seen Sally O'Neil until you screen "The Brat", the picture that earned her a 5 year contract.

THE BRAT

WITH

SALLY O'NEIL

Allan Dinehart · Frank Albertson
William Collier, Sr. · June Collyer
Virginia Cherrill

From the play by **MAUDE FULTON**

Dialog directed by **WILLIAM COLLIER, Sr.**

Directed by

JOHN FORD





THE SPIDER

WITH

EDMUND LOWE · LOIS MORAN

El Brendel John Arledge
George E. Stone Jesse De Vorska

Based on the play "The Spider" by Fulton Oursler and Lowell Brentano

Directed by
William Cameron Menzies and Kenneth MacKenna

A knockout on the stage, it's better on the screen, with Edmund Lowe hitting a new high—suave, sophisticated, fascinating.

NEW SEASON
FOX
NEW HITS

"Hush Money" Is Best Bet In Toronto

Total $59,600 for 5 Theatres

TORONTO—Slightly increased business was recorded at several first runs, thanks to a cool spell for most of the week. The biggest gate was at the Imperial Theatre on account of its large capacity and splendid cooling system, a gross of $14,500 being registered with "Hush Money."

Shea's gathered in $12,800 largely on the strength of a good vaudeville bill headed by Blanche Sweet, the screen feature being "A Holy Terror." The Tivoli stepped up with "Young As You Feel," starring Will Rogers, the gross here being $11,500. Loew's Theatre continued fair at $10,500 with "Son of India," while the Uptown braced appreciably with a popular picture, "Stepping Out," doing $10,300, which was some better than recent weeks. It is noticeable that the theatres that have been making the most noise about their refrigeration systems, the Imperial and Shea's, have been making by far the best showing.

Estimated takings for the week ending August 14 and year-round averages:

"HUSH MONEY" (Fox)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. Publix stage unit. **Gross:** $14,500. (Average, $16,000.)
"SON OF INDIA" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $10,500. (Average, $15,000.)
"A HOLY TERROR" (Fox)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Five vaudeville acts, featuring Blanche Sweet. **Gross:** $12,800. (Average, $13,000.)
"YOUNG AS YOU FEEL" (Fox)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $11,500. (Average, $12,500.)
"STEPPING OUT" (M-G-M)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $10,300. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Roger Film Is Week's Best In Indianapolis

Total $42,050 for 5 Theatres

INDIANAPOLIS—Business generally was better last week with Will Rogers' "As Young as You Feel" closing strong at the Apollo, where it got $5,500, or $1,500 better than the house average. The lack of stage shows hasn't hurt grosses.

Estimated takings for the week ending August 14 and year-round weekly averages:

"AS YOUNG AS YOU FEEL" (Fox)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $5,500. (Average, $4,000.)
"THE SECRET CALL" (Para.)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $7,500. (Average, $5,000.)
"THE MAGNIFICENT LIE" (Para.)
INDIANA—(3,300), 25c-50c, 6 days. **Gross:** $12,550. (Average, $13,000.)
"DIRIGIBLE" (Col.)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)
"FIVE AND TEN" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $8,500. (Average, $8,500.)

King of Siam Aids Business In Ottawa

Total $16,000 in 4 Theatres

OTTAWA—The big thrill of the week was the presence of the King and Queen of Siam. Between state dinners and receptions, they slipped away for a performance of "Sweepstakes" at the Imperial Theatre and the week's business jumped about average to $3,200 as a result.

The big business of the week was scored by the Regent with "Son of India" at $5,600 and by the Centre with "Party Husband" at $5,200, both of which were also above par. The capital was in holiday mood and the theatres reaped the benefit. The Avalon, as well, registered a little better than ordinary summer marks with $1,000 for "Father's Son" for the first half and $1,100 on "The Flood" for the last half. Incidentally, this was the last week before the reopening of the RKO Capitol, the showhouse of the town, in its new attire. Cooler weather was also a help.

Estimated takings for the week ending August 14 and year-round averages:

"FATHER'S SON" (F. N.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,000. (Average, $1,300.)
"THE FLOOD" (Col.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,100. (Average, $1,300.)
"PARTY HUSBAND" (F. N.
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $5,200. (Average, $4,600.)
"SWEEPSTAKES" (RKO-Pathe)
IMPERIAL—(1,091), 10c-25c-35c-40c-50c, 6 days. **Gross:** $3,200. (Average, $3,000.)
"SON OF INDIA" (M-G-M)
REGENT—(1,225), 15c-25c-35c-45c-60c-75c, 6 days. **Gross:** $5,600. (Average, $5,400.)

"BUY RIGHT—BUT BUY NOW"

Buys "Ten Nights"

OKLAHOMA CITY—K. Lee Williams has taken over distribution for L. E. Goetz of Chicago of "Ten Nights in a Barroom" for Oklahoma, Arkansas, Louisiana, Texas, Mississippi, New Mexico, Colorado, Utah and Wyoming. The picture will be road-showed on special ballyhoo calliope trucks, with tieups, advance screenings and a bill-posting car 7 days in advance. L. C. McHenry will be associated with Williams.

"BUY RIGHT—BUT BUY NOW"

Meyer Making Chi Deal

CHICAGO—Louis Meyer of Meyer-Reiger Trailer service was here Saturday in connection with a deal for the Chicago franchise on Meyer-Rieger trailers.

"BUY RIGHT—BUT BUY NOW"

Opens Chi Office

CHICAGO—United Screen Star Corporation, formerly of Terre Haute, Indiana, has established headquarters in the Congress Bank Building.

"BUY RIGHT—BUT BUY NOW"

Fischer Closes Deal

CLEVELAND — Fischer Film Exchange, with offices here and in Cincinnati, has purchased "Enemies of the Law" for Ohio distribution.

W. B. Sales Hit Sky In Seven Days

(*Continued from page 1*)

Loew Metropolitan Theatres situated in New York, Brooklyn, Long Island and Westchester.

Another deal calls for the showing of all the Warner-First National product in RKO theatres not only in New York, but throughout the entire country. All of the RKO first-run houses are involved in this deal.

Contracts also were completed for the showing of the product of the companies by the Shanberg circuit of Missouri and Kansas; the Rhoden Circuit of Missouri and Illinois; the Dubinsky chain of theatres in Kansas and Missouri and the house controlled by Glen Dickenson in Kansas City, Mo.

In addition to the above, the negotiations for the showing of the Warner-First National product over the Publix-Comerford circuit, the Publix New England circuit, and Publix Indiana circuit were closed. All contracts are effective immediately.

"BUY RIGHT—BUT BUY NOW"

Fox Film to Fight Accessory Rentals

(*Continued from page 1*)

posters and stills to the various exchanges after using them. This material is torn up by the various exchanges and is not resold. The average amount spent by the average exhibitor for accessories on a picture is estimated at $2.

"BUY RIGHT—BUT BUY NOW"

New Toronto 'Change Plans New Offices

TORONTO—Substantial development has been shown by the Excellent Film Exchange of which Douglas Cooper is the general manager. This exchange has established new headquarters on the second floor of the Film Building, while a new branch office has been opened in Montreal with Jack Briggs, formerly of First National, in charge. A third office is also being opened in St. John, N. B. The new sales representative for Ontario is Archie Laurie, formerly with Regal Films Limited.

Excellent Film Exchange recently secured Canadian distribution rights of Talking Picture Epics, for which Harry G. Price is Canadian representative. Excellent also has the Monogram, Big Four, Fitzpatrick and Hoot Gibson releases and Mascot serials. Bookings are being obtained from both chain and independent exhibitors.

"BUY RIGHT—BUT BUY NOW"

Sparkes at Herkimer

HERKIMER, N. Y.—Lester Sparkes has returned as manager of the Liberty theatre, Fox theatre which he managed two years ago when it was a Schine house. He also has been with independent theatres in Dolgeville and Schenectady.

"BUY RIGHT—BUT BUY NOW"

Independent Closes Office

CLEVELANL—Independent Pictures, Inc., had closed its local office, and all booking of Independent pictures is now being done through Selected. The Cincinnati branch office of Independent is still in operation under management of Chester Loewe.

Minneapolis Gives $28,000 To Frenchman

Total $51,500 for 5 Theatres

MINNEAPOLIS—"The Smiling Lieutenant" created some criticism here owing to its "raw spots," but they went to see it, nevertheless, the result being a gross of $28,000—which represents a jump of $8,000 over par. A corking stage show aided. "Broadminded" and "Night Nurse" also went over the average mark.

Estimated takings for the week ending August 14 and year-round averages:

"QUICK MILLIONS" (Fox)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,500. (Average, $1,500.)
"BROADMINDED" (F. N.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $3,200. (Average, $2,500.)
"THE SMILING LIEUTENANT" (Par.)
MINNESOTA—(4,000), 30c-75c, 7 days. Vaudeville. **Gross:** $28,000. (Average, $20,000.)
"A WOMAN OF EXPERIENCE" (RKO-Pathe)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaude. **Gross:** $13,000. (Average, $14,000.)
"NIGHT NURSE" (Warners)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $8,800. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Union Adamant, 10 Dark in Birmingham

(*Continued from page 1*)

ent contract which he contends is in effect till September 1, 1931.

As the "war" continues Birmingham finds only three theatres open in the downtown section. They are the Alabama, Ritz and Rialto. The Rialto is second run.

"BUY RIGHT—BUT BUY NOW"

National Campaign On "Tragedy," Plan

Paramount is planning a national advertising campaign in 50 cities to boost showing of "An American Tragedy." Twelve hundred line ads will appear in 153 papers to supplement local theatre advertising.

"BUY RIGHT—BUT BUY NOW"

Plan Outing

CLEVELAND—Local distributors and exhibitors will join forces in giving an outing Tuesday at London, Canada. The party will go by boat from Cleveland to Port Stanley, and by special car from Port Stanley to London, where sports of all kinds will be indulged in. Mrs. Georgia Moffett, secretary of the Cleveland Film Board of Trade, is handling funds for the distributors.

"BUY RIGHT—BUT BUY NOW"

Ask Injunction

Mayer C. Goldman and Frank W. Harris, attorneys, have entered a motion in Supreme Court for a temporary injunction restraining RKO-Radio from using and exploiting the title "The Public Defender." The plaintiffs claim to have exclusive right to the title as authors of the play by the same name. It was made into a picture in 1917, they claim.

'Black Camel' 'Goldie' High In Milwaukee

Total $66,400 for 5 Theatres

MILWAUKEE — Unusually cool weather proved a boon for the exhibitors here during the past week with the result that most of the first runs enjoyed good business. "Goldie" was good for $14,500 at Fox's Wisconsin, while the first showing of "Dirigible" at popular prices took in $13,800 at RKO's Riverside.

"The Black Camel" did a good business at the Alhambra, taking in $10,300, and the second week of "Politics" at Fox's Strand held up for $300 over average. The sound revival of "The Birth of a Nation" did "$9,800 at Brin's Garden.

Estimated takings for the week ending August 14 and year-round averages:

"THE BLACK CAMEL" (Fox)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days. **Gross:** $10,300. (Average, $8,000.)
"THE BIRTH OF A NATION" (Grey)
GARDEN—(1,150), 25c-35c-50c-60c, 7 days. **Gross:** $9,800. (Average, $10,000.)
"DIRIGIBLE" (Col.)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. Vaudeville. **Gross:** $13,800. (Average, $13,000.)
"POLITICS" (M-G-M)
STRAND—(1,406), 25c-35c150c-60c, second week, 7 days. **Gross:** $6,800. (Average, $6,500.)
"THE BARGAIN" (Warners)
WARNER—(2,500), 25c-35c-50c-60c, 7 days. **Gross:** $11,200.
"GOLDIE" (Fox)
WISCONSIN—(3,275), 25c-35c-50c-65c, 7 days. Fanchon & Marco Idea. **Gross:** $14,500. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

"Lieutenant" Best Bet of Houston

Total $26,700 for 4 Theatres

HOUSTON—Relief from the terrific heat was provided by a baby norther, which helped pull three theatres to the good. "The Smiling Lieutenant," with a gross of $8,500, led the town by 25 per cent. "Old English" at the Kirby was liked but failed to pull 'em in.

Estimated takings for the week ending August 13 and year-round weekly averages:

"OLD ENGLISH" (Warners)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $3,200. (Average. $5,000.)
SPORTING BLOOD" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)
"THE SMILING LIEUTENANT" (Par.)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $7,000.)
"THE PUBLIC DEFENDER" (Radio)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

Opens Headquarters

DES MOINES—New headquarters for Allied were opened this week at Nevada, Ia., and Omaha, Neb., by Lester F. Martin, secretary-treasurer of the Allied units in both states.

"Politics" Is Top Notcher In Montreal

Total $48,900 for 6 Theatres

MONTREAL—Cooler weather enabled Montreal exhibitors to maintain the ground gained during the previous week, the topliner being "Politics" at the Palace, which hit $12,000 for the seven days—aided by special advertising. Manager Tom Cleary of the Princess also picked up on its string of British pictures with $9,800 on "The Skin Game," heavily exploited as well.

Loew's more than held its own, compared with the week before, with "The Maltese Falcon" and vaudeville, doing $10,600. The vaudeville bill was raised to eight acts on one night, which was labeled "Jubilee Night." The Capitol slipped a cog or two, however, largely because "Tabu" was doubled with "The Secret Call," the latter being the real draw. The Capitol's gross was $9,500.

Estimated takings for the week ending August 14 and year-round averages:

"THE SECRET CALL" (Para.) and "TABU" (Para.)
CAPITOL—(2,547), 25c-35c-50c-60c, 7 days. **Gross:** $9,500. (Average, $12,500.)
"YELLOW MASK" (British) and "IN OLD CHEYENNE" (Sono Art-World Wide)
IMPERIAL—(1,914), 15c-25c-40c, 7 days, less two nights. **Gross:** $3,400. (Average, $5,100.)
"THE MALTESE FALCON" (Warners)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Five vaudeville acts. **Gross:** $10,600. (Average, $13,000.)
"POLITICS" (M-G-M)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,000. (Average, $14,000.)
"THE SKIN GAME" (British)
PRINCESS — (2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $9,800. (Average, $13,000).
"MY PAST" (Warners) and 'WOMAN HUNGRY" (F. N.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,600. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

"Bought" Wins Top Money In Charlotte Run

Total $18,000 for 2 Theatres

CHARLOTTE—"Shop in Charlotte" Day last Friday gave impetus to box offices and made "Bought" the week's leader with a take of $7,000. Both the Broadway and Carolina reduced matinee prices for the event and the increased attendance offset the reduction.

Estimated takings for the week ending August 13 and year-round weekly averages:

"BOUGHT" (Warners)
BROADWAY—(1,167), 25c-50c, 6 days. **Gross:** $7,000. (Average, $7,500.)
"THE PUBLIC DEFENDER" (Radio)
CAROLINA — (1,441), 40c-50c, 3 days. **Gross:** $5,000. (Average, $5,500.)
"HUCKLEBERRY FINN" (Par.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

$8,300 Gives "Lieutenant" O. C. Honors

Total $24,800 for 4 Theatres

OKLAHOMA CITY—With the weather still at a record degree, business showed a slight upturn last week. "The Smiling Lieutenant" gave the Criterion a gross of $8,300, a figure it has failed to reach in recent weeks. "Miracle Woman" proved a disappointment at the Mid-West.

Estimated takings for the week ending August 14 and year-round weekly averages:

"THE SMILING LIEUTENANT" (Par.)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $8,300. (Average, $8,000.)
"THE MIRACLE WOMAN" (Col.)
MID-WEST—(1,500), 10c-35c-50c, 7 days. **Gross:** $5,500. (Average, $7,500.)
"MURDER BY THE CLOCK" (Par.)
CAPITOL—(1,200), 10c-25c-35c-50c, 7 days. **Gross:** $5,600. (Average, $7,000.)
"THE RECKLESS HOUR" (F. N.)
LIBERTY—(1,500), 10c-35c-50c, 7 days. Vaudeville. **Gross:** $5,400. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

M. Chevalier Takes Seattle High: $18,000

Total $62,000 for 6 Theatres

SEATTLE—"The Smiling Lieutenant" smiled his way into the hearts of the fans who flocked to the Fox Fifth Avenue in such numbers that it was held over for a nine-day run, the gross for that period being $18,000 against a weekly average of $12,000. "The Son of India" went $500 over the normal figure of $12,000 at the Fox Paramount.

Estimated takings for the week ending August 14 and year-round averages:

"THE NIGHT ANGEL" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,500. (Average, $3,500.)
"THE TRUTH ABOUT YOUTH" (F. N.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,000. (Average, $2,500.)
"THE SMILING LIEUTENANT" (Para.)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c, 9 days. **Gross:** $18,000. (Average for week, $12,000.)
"SON OF INDIA" (M-G-M)
FOX PARAMOUNT — (3,150), 25c-35c-50c-75c, 7 days. **Gross:** $12,500. (Average, $12,000.)
"CHILDREN OF DREAMS" (Warners)
LIBERTY — (2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,500.)
"THE RECKLESS HOUR" (F. N.)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $6,500. (Average, $7,500.)
"DIRIGIBLE" (Col.)
RKO ORPHEUM — (2,650), 25c-35c-50c-60c-75c, 7 days. Vaude. **Gross:** $13,500. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Van Beuren Units Active

Fourteen thousand feet of film—all of it super-sensitive stock—have been received by the Van Beuren Corp. from Asia and the straits Settlements, as part of forthcoming releases of the Vagabond Adventure Series. The film comes from three Van Beuren units that are traveling throughout the interior.

"Daddy Long Legs" Again Wows Frisco

Total $120,250 for 8 Theatres

SAN FRANCISCO—Tremendous business was done last week by "Daddy Long Legs," which rolled up a gross of $16,750 at the El Capitan on a second run showing. This is almost a record for the house. Other theatres did fairly well.

Estimated takings for the week ending August 11 and year-round weekly averages:

"FORBIDDEN ADVENTURE" (Para.)
GOLDEN GATE—(2,800), 25c-40c-50c-65c, 7 days. Vaude. **Gross:** $14,500. (Average, $15,000.)
"COMMON LAW" (RKO PATHE)
ORPHEUM—(3,000), 25c-35c-50c, 3 days (third week). **Gross:** $5,000. (Average for first week, $12,000.)

Week ending August 12:
"SPORTING BLOOD" (M-G-M)
FOX—(4,600), 35c-60c. F & M stage revue. **Gross:** $34,000. (Average, $34,000.)
"POLITICS" (M-G-M)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band; stage varieties. **Gross:** $19,000. (Average, $21,000.)
"DADDY LONG LEGS" (Fox)
EL CAPITAN—(3,100), 25c-40c-60c. (2nd run) 7 days. Jay Brower band; stage revue. **Gross:** $16,750. (Average, $13,000.)
"KIKI" (U.A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days. **Gross:** $9,000. (Average, $11,000.)

Week ending August 13:
"CAPTAIN THUNDER" (Warners)
WARNER — (1,385), 35c-50c, 7 days. **Gross:** $6,000. (Average, $10,500.)

Week ending August 14:
"SMILING LIEUTENANT" (Para.)
PARAMOUNT — (2,740), 25c-35c-50c, 7 days, second week. Jess Stafford band. **Gross:** $16,000. (Average, $19,000.)

"BUY RIGHT—BUT BUY NOW"

"Politics" Is Money Film In St. Paul

Total $32,400 for 4 Theatres

ST. PAUL—"Politics" was the pacesetter of the week, garnering $10,000 at the Paramount, whose average mark is $7,500. "Night Nurse" took in $1,000 above gross at the Riviera, and "Broadminded" the same amount at the Tower.

Estimated takings for the week ending August 14 and year-round averages:

"POLITICS" (M-G-M)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $10.000. (Average, $7,500.)
"NIGHT NURSE" (Warners)
RIVIERA—(1,000), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $7,000.)
"A WOMAN OF EXPERIENCE" (RKO-Pathe)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Vaudeville. **Gross:** $11,400. (Average, $12,000.)
"BROADMINDED" (F. N.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $3,000. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

F. P. Dividend

MONTREAL—Famous Players Canadian Corp. has declared regular quarterly dividend of 50 cents payable September 26 to holders of record September 4.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 67 NEW YORK, TUESDAY, AUGUST 18, 1931 TEN CENTS

Confab Oct. 26 on Trust Law Changes

Industry Representation At Meet Is Seen

Revision of the anti-trust laws to bring them up-to-date to meet changed economical conditions is the aim of a national conference to be held in New York October 26 to draft proposed changes in the law. The conference is being sponsored by New York University.

Industry representation at the forthcoming meeting is anticipated. Other

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"U" and Boles Split On Salary Guarantee

HOLLYWOOD—Universal has failed to exercise its option on the services of John Boles, the annual guarantee of $100,000 proving the stumbling block in the matter. This guarantee was provided for whether or not the star worked. Boles declined to waive the guarantee.

The star has been booked for singing on the radio at a reputed weekly salary of $7,000, just double his Universal salary.

"BUY RIGHT—BUT BUY NOW"

Contracts Analyzed By Allied Leaders

Analysis of the contract forms used by various distributors are contrasted with the standard clauses agreed to at the 5-5-5 conferences in an article by Nathan Yamins and Walter Littlefield in current issue of the Allied Exhibitor. Yamins was a member of the 5-5-5 committee.

"BUY RIGHT—BUT BUY NOW"

Open Shop Plan in Chicago Is Denied

CHICAGO—While there is no general plan by independents to reopen dark houses under an open shop policy, "anything might happen overnight," according to Aaron Saperstein and W. A. Steffes.

As Suggested

Fox's plan for decentralization of its circuit follows suggestions for operation made at various times by *Motion Picture Daily*, states Harry C. Arthur, general manager of the circuit.

Jobs Hang on Grosses

Hollywood—Unless anticipated fall business takes the upturn being expected throughout the industry, drastic cuts are in store for the studios.

One production chief says that fall business will determine many studio jobs and salaries. July and August are expected to show poor returns, he says, and September probably won't be much better, but October and November must be very good if the cuts are to be averted.

125,000 Seats by January Is Goal of H.-F. Circuit

HOLLYWOOD—By the first of the year, Hughes-Franklin Theatres will have 125,000 seats, according to Harold B. Franklin. The firm now has 104,000 seats, he says.

The Liemert, Los Angeles, the Whittier in Whittier and the Sunkist, Pomona, now are under construction and will be ready before Christmas, he states.

Franklin is sure there will be a big business revival in the near future, basing his opinion on the fairly good business done by the whole circuit during the current depression.

The Mirror Theatre on Vine Street here is making some profit each week and the new automat Studio Theatre is doing very well, Franklin says.

"BUY RIGHT—BUT BUY NOW"

Hughes on Q.T. Seeking United Artists Studio

HOLLYWOOD—Howard Hughes has under way a deal to take over the United Artists studio by buying out the interests of Mary Pickford, Douglas Fairbanks and Charlie Chaplin. Negotiations are proceeding very quietly, but it looks as if the deal will go through.



Howard Hughes

There is no truth that Hughes is buying the Metropolitan or the old Warner studio. It was reported that Hughes began negotiations for the Metropolitan studio immediately after leaving the United

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

8 More in N.J. Sought By Geller, O'Reilly

J. Louis Geller and Charles O'Reilly, president of the Theatre Owners Chamber of Commerce, who on September 1 take over the Palace, Jersey City, are understood dickering for eight more houses in New Jersey. The Jersey City house now is being remodeled for opening in two weeks.

"BUY RIGHT—BUT BUY NOW"

Wampas' "Faux Pas" Causes a Fox Pass

HOLLYWOOD—Eight more employes of Fox or affiliated companies have resigned from the Wampas as a re-

(*Continued on page 2*)

Independents Eye Griffith Venture

Attention of independent producers on production in the East is being focussed by D. W. Griffith's new picture now nearing completion at the Audio Cinema studio in the Bronx. The picture is tentatively titled "The Struggle." The Griffith film is one of the most important independent ef-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Third Operators' Union Invades N.Y.

While Operators' Local 306 continues to demand two men in a booth, another projectionists' union has been formed as competition to the Sam Kaplan organization. This makes the third for New York.

Under the name of Brotherhood of Operators No. 2, the organizers claim

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Seek to Halt "Bad Girl" Run at Roxy

Whether pre-release run of "Bad Girl" at the Roxy is damaging to Bad Girl, Inc., from which firm the

(*Continued on page 2*)

Protest Meet Will Tackle Other Topics

Proposed Session Will Be Set in Few Days

Meeting of exhibitor associations sponsored by the eastern Pennsylvania, southern New Jersey and Delaware exhibitor association will tackle other matters in addition to its protest against M-G-M sales policies, for which the session is being called.

Contracts of other companies, among them Fox, also are to be put under the microscope at the gathering which will be held in New York.

With exhibitor associations in a number of sections already having given assurance to the Philadelphia zone unit that they will attend, date of the proposed session will be set in a few days.

"BUY RIGHT—BUT BUY NOW"

Cliff Broughton To Produce 24

Cliff Broughton, Hollywood producer; Ralph M. Like, producer of the Thrill-O-Dramas for George Weeks, and Edward S. Ruth have organized Action Pictures, Inc., in California, to produce 24 features for the state rights market. The first, "The Sky Spider," is finished and the sec-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Publix Expansion In Virginia Seen

RICHMOND—Publix is planning expansion in this territory and has formed Publix National Theatres Corp. for the purpose. Spyros Skouras is president and Austin C. Keough, secretary. Thomas B. Gay

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Warners Merging 2 Va. Theatre Firms

RICHMOND — Merger of Warner Brothers Theatres, Inc., and the Empire Amusement Co. is expected to be ratified at meeting of stockhold-

(*Continued on page 2*)

The Chief

Heading the list of names on the inter-office telephones at Columbia is "Joe Brandt—Master."

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 18, 1931 No. 67

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
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JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W.C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

Mae Murray Still Wants $300,000

Alleging that $300,000 is due her from profits accrued from pictures she appeared in since 1921, Mae Murray has filed suit in Supreme Court against Tiffany and Herbert E. Croneweth to recover that amount. The actress asks for a true accounting of the profits on the pictures she made for the company and asks to examine Charles M. Steele, assistant treasurer of Tiffany, in connection with the case.

In her suit Miss Murray alleges that she made eight pictures, but an accounting of the profits was not given her until July, 1924, when she signed a release. This accounting, she contends, was false, and the release obtained under threat of court actions. She asks that the release she signed be set aside.

"BUY RIGHT—BUT BUY NOW"

Cliff Broughton To Produce 24

(*Continued from page* 1)

ond is in work. The company has taken over the old Charles Ray studios in Hollywood as its producing headquarters.

New York has been sold to Melville Hirsh of Aywon Exchange and California to All State Feature Distributors, Inc.

"BUY RIGHT—BUT BUY NOW"

RKO First in League

RKO maintains first standing in the baseball league, none of the companies having played last week. The Radioites maintain a flawless score of winning nine and losing none. Columbia is second in the line-up with one game lost and nine won.

The league standing for week ending August 15 follows:

	W.	L.	Pct.
RKO	9	0	1000
Columbia	9	1	900
Erpi	8	3	727
Warner	4	3	571
Fox	3	6	333
Pathe	2	8	200
National Theatres	2	8	200
RCA Photophone	0	8	000

Publix Expansion In Virginia Seen

(*Continued from page* 1)

is to be head of the new firm's activity in the state. The new company replaces Southern Enterprises.

DOVER, Del.—Publix National Theatres Corp. has been formed here to carry on the business of theatrical proprietors, etc., with capital of $5,000. The firm was represented by C. S. Peabbles, L. E. Gray and William M. Cooper, of Wilmington.

"BUY RIGHT—BUT BUY NOW"

Warners Merging 2 Va. Theatre Firms

(*Continued from page* 1)

ers of the two companies September 1.

The Empire company has been engaged in business in Virginia several years. Officers are: Isaac Weinberg, Lexington, Va., president and treasurer; H. B. Dean, Winchester, Va., secretary. The officers and Harry Weinberg, Lexington, comprise the board of directors. In this state the Warner corporation operates theatres in Winchester, Covington, Harrisonburg, Staunton and Lynchburg.

"BUY RIGHT—BUT BUY NOW"

Third Operators' Union Invades N. Y.

(*Continued from page* 1)

to be affiliated with the North American Federation of Labor and have submitted to exhibitors offers of one-man-in-a-booth, guaranteeing service "better than present" and at reasonable scale of wages. The other union organization is Empire State and also is offering exhibitors a one-man-in-the-booth plan.

"BUY RIGHT—BUT BUY NOW"

B. Rapaport Becomes Max Weisfeldt Aide

Ben Rapoport has joined Classic Pictures, Inc., as assistant to Max J. Weisfeldt on sales.

Independents Eye Griffith Venture

(*Continued from page* 1)

forts made in the East since advent of talkers and the result is being awaited with interest by other independent producers.

Audio Cinema is the former Edison studio and is Western Electric equipped. Joe Coffman is president of the company and F. L. Goldman, treasurer. Al Wilson is studio manager.

"BUY RIGHT—BUT BUY NOW"

Seek to Halt "Bad Girl" Run at Roxy

(*Continued from page* 1)

screen rights were bought, is to be argued tomorrow before Supreme Court Justice Shintag. Under its contract, Fox agreed to hold up release of the picture until after September 1, in order not to conflict with legit road companies.

As there are no road companies out, the showing is not damaging to the Bad Girl firm, Fox will contend through Edwin P. Kilroe and Henry Brill in opposing motion of William F. Friedman for an injunction to halt the Roxy showing. General release of the picture is set for September 13.

"BUY RIGHT—BUT BUY NOW"

Wampas "Faux Pas" Causes a Fox Pass

(*Continued from page* 1)

sult of the failure of Fox candidates for baby stars to be selected by the association. The eight include a Fox West Coast publicity man, Fox theatre managers and a press agent for Fanchon & Marco. The Wampas will take no action until their next meeting.

"BUY RIGHT—BUT BUY NOW"

Restrains Fight Films

Rudolph Mayer Pictures, Inc., have obtained an injunction restraining showing of the Pathe News pictures of the Sharkey-Walker fight.

Stocks Off; E. K. Drops 5

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¼	7¼	7¼	— ½	160
Eastman Kodak	146	143	143½	—5	3,500
Fox Film "A"	14¼	13⅛	13¼	—1⅛	8,100
General Theatre Equipment new	2⅞	2½	2⅝	— ⅛	8,400
Loew's, Inc.	48¼	47⅛	47⅜	—1⅝	7,200
M-G-M pfd	25¼	25¼	25¼	+ ¼	200
Paramount Publix	24½	23¾	24	— ¾	5,800
Pathe Exchange	1½	1¾	1½	.....	400
Pathe Exchange "A"	6⅜	5¾	5¾	— ¾	400
RKO	15	14⅛	14¼	— ⅜	9,100
Warner Bros.	8½	8	8½	— ½	12,800
Warner Bros. pfd	21	21	21	.....	200

Curb Quiet; G. T. Sales 1,200

	High	Low	Close	Net Change	Sales
Fox Theatres "A"	2⅜	2¼	2¼	— ¼	1,000
General Theatre Equipment pfd	5	4⅜	4½	— ⅝	1,200
Technicolor	8⅛	7⅞	8	+ ½	600
Trans Lux	5	5	5	.....	700

Bonds Irregular; G. T. Off 1½

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	29¼	27	27	—1½	17
Keith B. F. 6s '46	67¼	67	67	.....	5
Loew's 6s '41 ex war	98½	98½	98½	.....	4
Paramount Broadway 5½s '51	103	102⅞	103	+ ⅝	10
Paramount F. L. 6s '47	87	87	87	—1	1
Paramount Publix 5½s, '50	78	77¾	77¾	— ¼	4
Warner Bros. 6s '39 wd	55½	54	54½	— ¼	22

Confab Oct. 26 on Trust Law Changes

(*Continued from page* 1)

industries represented will include oil, copper, textile, radio, aviation and labor interests. Former Assistant Attorney General William J. Donovan, who handled various investigations of the film industry, is expected to join in the move.

A joint statement issued by Deans Sommer and Madden of N. Y. U. states:

"The current business depression has sharply focused attention on existing governmental structure and economic organization. The process of re-analysis has resulted in widespread criticism of the present state of the law, particularly in its application to business.

"Because of the growing criticism of the operation of and agitation for changes in the anti-trust laws, it seems inevitable that many suggestions, ranging from minor to major revision, will be offered at the next session of Congress. Varied and conflicting views have heretofore been presented piecemeal.

"It is hoped the conference may clarify the atmosphere, in some degree effect a reconcilation of divergent views and provide guides for public opinion."

"BUY RIGHT—BUT BUY NOW"

Theatre and Union Stage Bitter Battle

SAN DIEGO—J. J. Franklin and associates, who reopened the Spreckels here Saturday night, are in a bitter controversy with the operators' union. The union tried picketing and a temporary restraining order was issued. Stench bombs resulted in a sheriff's guard at the theatre. Libel suits are threatened against a labor leader for alleged statement concerning the lessees. The trouble started when Franklin imported Los Angeles operators.

"BUY RIGHT—BUT BUY NOW"

Leave on Vacation

HOLLYWOOD—Louis B. Mayer, Harry Rapf and Fred Pelton have left for a three weeks' trip to Alaska. They took a steamer to Seattle where they chartered a boat for the cruise.

"BUY RIGHT—BUT BUY NOW"

$4 to $4.50 a Share

Paramount may earn between $4 and $4.50 a share this year, according to financial observers, stated *The Wall Street Journal* yesterday.

"BUY RIGHT—BUT BUY NOW"

Sentry Starts Patent Suit

PHILADELPHIA—Charging infringement of patent, suit has been filed in Federal Court here by Sentry Safety Control against Film Fire Prevention Co., according to *The Exhibitor*.

"BUY RIGHT—BUT BUY NOW"

Markowitz Gets Branch

OKLAHOMA CITY—Joe Markowitz, former booker at the local M-G-M exchange, has been appointed manager to succeed S. R. Becker.

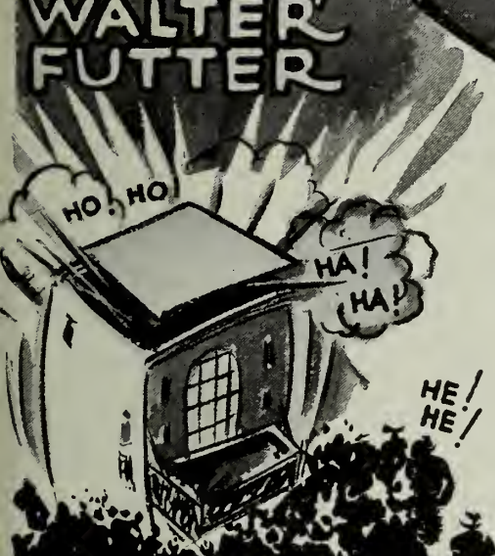


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Good! They're always good 'cause they're from Columbia.

COLUMBIA PICTURES

Produced by
Wafilms, Inc.

"Tragedy" Is Off to Fast Start at Chi

Total $209,936 for 9 Theatres

CHICAGO—New season pictures and perfect weather continued Loop grosses on their upward climb with "An American Tragedy" off to a whirlwind start. "Merely Mary Ann" at the McVicker's made the best showing with a take of $36,840, while the Oriental and Palace also credited their films with their increased take.

"An American Tragedy" went into the United Artists in mid-week and got off to a splendid start after its big campaign. Capacity business was in evidence from noon until night, the film getting $18,515 in its first three and one-half days.

Estimated takings for the week ending August 12 and year-round weekly averages:

"THE FIVE-YEAR PLAN" (Amkino)
APOLLO—(1,460), 50c-75c, first week. **Gross:** $3,100. (Average, about $5,000.)

"SON OF INDIA" (M-G-M)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 2nd week, 3 days. **Gross:** $11,080. (Average for week, $24,600.)

"AN AMERICAN TRAGEDY" (Para.)
UNITED ARTISTS—(1,700), 35c-85c, 6 days. **Gross:** $29,601. (Average for week, $24,600.)

Week Ending August 13:

"THE COMMON LAW" (RKO Pathe)
STATE-LAKE — (2,776), 35c-50c-75c-85c, 2nd week, final 6 days. **Gross:** $10,150. (Average, $30,200.)

Week Ending August 14:

"TRANSATLANTIC" (Fox)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days. Stage show. **Gross:** $34,675. (Average, $46,000.)

"MERELY MARY ANN" (Fox)
McVICKERS—(2,284), 35c-50c-75c-85c, first week. **Gross:** $36,840. (Average, $28,500.)

"NIGHT NURSE" (Warners)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Stage show. **Gross:** $32,250. (Average, $36,500.)

"CHILDREN OF DREAMS" (Warners) and "UBANGI" (Ind.)
ORPHEUM—(665), 35c-50c-75c, 7 days. **Gross:** $2,960. (Average, $3,200.)

"HUCKLEBERRY FINN" (Para.)
ROOSEVELT — (1,591), 35c-50c-75c-85c, first week. **Gross:** $21,500. (Average, $23,200.)

Week Ending August 15:

"THE PUBLIC DEFENDER" (Radio)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Five acts RKO vaudeville. **Gross:** $27,800. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

"Lieutenant" $9,000 Above In Baltimore

Total $77,000 for 7 Theatres

BALTIMORE—"The Smiling Lieutenant" went to near-record business at Loew's Stanley, taking in $9,000 above normal. "Transatlantic" started weak, but grew, going above normal by $500 with everyone praising the acting and directing. "Night Nurse," showing simultaneously at Keith's and Warners' Met., did far above average at each house and Loew's Century came along with the nice gross of $22,000 for "Murder By the Clock," with a stage show.

The German population turned out in full for "The Forester's Daughter," all in German, the gross going about $1,100 above average.

Estimated takings for the week ending August 13 and year-around averages:

"NIGHT NURSE" (Warners)
KEITH'S—(2,500), 25c-50c, 6 days plus Sunday midnight performance. **Gross:** $6,400. (Average, $5,500.)

Week Ending August 14:

"NIGHT NURSE" (Warners)
WARNERS' METROPOLITAN—(1,300), 6 days, 15c-50c. **Gross:** $5,400. (Average, $4,500.)

Week Ending August 15:

"MURDER BY THE CLOCK" (Para.)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew-Capitol stage unit, orchestra. **Gross:** $22,000. (Average, $19,000.)

"THE MAGNIFICENT LIE" (Para.)
(Shown uptown after one week at Loew's Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $4,300. (Average, $3,500.)

"THE SMILING LIEUTENANT" (Para.)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $26,500. (Average, $17,500.)

"THE FORESTER'S DAUGHTER" (German)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $3,900. (Average, $2,800.)

"TRANSATLANTIC" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $8,500. Average, $8,000.)

'Politics' Sets Cincy Record With $29,500

Total $83,700 for 7 Theatres

CINCINNATI—"Politics" at the RKO Palace led the parade in a big way, establishing a new record for this house since it became an RKO unit. The Dressler-Moran feature garnered $29,500 as against the house average of $14,000. It will be brought back for return showing at the RKO Strand next week. Previous high for Palace was $28,100 with "Check and Double Check."

The RKO Lyric was runner-up for top honors with "The Common Law," which grossed $16,500, beating the average by $4,500 despite severe panning by the reviewers. Picture will be held over for second week.

The RKO Albee, vaudefilm, which has been leading the field for many weeks, dropped below par, which condition obtained at all of the other houses.

Estimated takings for the week ending August 14 and year-round weekly averages:

"LOVER COME BACK" (Col.)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $3,000. (Average, $4,500.)

"THE GIRL HABIT" (Para.)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaudeville. **Gross:** $20,500. (Average, $22,000.)

"THE MIRACLE WOMAN" (Col.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $9,000. (Average, $13,000.)

"THE MAGNIFICENT LIE" (Para.)
RKO FAMILY—(1,150), second run, 20c-25c-35c, 4 days. **Gross:** $1,300. (Average, $1,950.)

"CHILDREN OF DREAMS" (Warners)
RKO FAMILY—(1,150), 20c-25c-35c, 3 days. **Gross:** $700. (Average, $1,050.)

"THE COMMON LAW" (RKO-Pathe)
RKO LYRIC—(1,400), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $16,500. (Average, $12,000.)

"POLITICS" (M-G-M)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $29,500. (Average, $14,000.)

"UP FOR MURDER" (Univ.)
RKO STRAND—(1,350), 25c,-35c, 7 days. **Gross:** $3,200. (Average, $3,500.)

Split Holidays

OTTAWA—The Canadian government has decided to split Thanksgiving Day and Armistice Day, which were observed simultaneously in recent years. The two holidays will now be distinct and separate—a matter of interest to exhibitors in Canada.

Hughes on Q.T. Seeking United Artists Studio

(Continued from page 1)

Artists lot in a reputed row with Samuel Goldwyn.

So far as the Warner studio is concerned, the Warners expect to use it for shooting this fall and probably will move Station KFWB back there from the theatre on Hollywood Boulevard.

"Queer People" Is On Again

HOLLYWOOD—It isn't only the people in "Queer People" who are that way. The checkered production history of the picture seems to fall into the same category. On again, off again several times in the last few month, it appears now that Howard Hughes, after all, will make the picture as soon as his two air stories are finished.

Leo McCarey, originally assigned to direct, will produce after various and sundry difficulties regarding script and treatment. In the meantime, McCarey has somewhere in the offing his new producing venture in partnership with Bennie Zeidman.

"BUY RIGHT—BUT BUY NOW"

Publix Deal for U.A. Output Is Completed

United Artists product for 1931-32 will be shown in 800 Publix theatres throughout the country, as the result of negotiations just completed by Al Lichtman, vice-president and general manager of distribution of United Artists. Fox recently booked the U. A. output.

Pictures will begin to move in about a fortnight on the new contracts.

"BUY RIGHT—BUT BUY NOW"

Bremer Resigns

HOUSTON—Eddie Bremer, for 24 years manager of the Majestic, has resigned effective Wednesday. Andy Talbot of the Chicago RKO offices succeeds him with Harry Schlinker of Fort Worth in charge of publicity.

"BUY RIGHT—BUT BUY NOW"

Start "Arrowsmith"

HOLLYWOOD—"Arrowsmith" was put into production yesterday with Ronald Colman and Helen Hayes in the leading roles.

"BUY RIGHT—BUT BUY NOW"

Gloria Westbound

Gloria Swanson, who arrived from Europe Saturday, left yesterday for Hollywood to begin work on "Tonight or Never" for Samuel Goldwyn.

"Murder" and "Lieutenant" Omaha Highs

Total $38,950 for 4 Theatres

OMAHA—Despite the failure of four local banks and runs on three national banks, the Orpheum and the Paramount failed to feel any ill effects and both went over par by a comfortable margin. The former took in $21,500, against its average of $13,500, with "Up for Murder" and a stage show including Olsen and Johnson, and "The Smiling Lieutenant" grossed $10,500 at the Paramount, whose normal figure is $7,000.

Estimated takings for the week ending August 14 and year-round averages:

"UP FOR MURDER" (Univ.)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Olsen & Johnson RKO unit. **Gross:** $21,500. (Average, $13,500.)

"THE SMILING LIEUTENANT" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $10,500. (Average, $7,000.)

"QUICK MILLIONS" (Fox)
STATE—(1,200), 25c, 4 days. **Gross:** $950. (Average, $1,200.)

"ALWAYS GOODBYE" (Fox)
STATE—(1,200), 25c, 3 days. **Gross:** $900. (Average, $900.)

"MURDER BY THE CLOCK" (Para.)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $2,900. (Average, $3,200.)

"PARTY HUSBAND" (F. N.)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $2,200. (Average, $2,500.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible" Is High in K. C.: Gets $17,500

Total $55,500 for 5 Theatres

KANSAS CITY—Top honors last week went to "Dirigible," which flew high to the tune of $17,500 at the Mainstreet, whose par figure is $15,000. "Smiling Lieutenant" also beat par in a generally satisfactory week.

Estimated takings for the week ending August 15 and year-round averages:

"SMILING LIEUTENANT" (Para.)
LIBERTY—(1,200), 25c-50c, 7 days. **Gross:** $5,500. (Average, $5,000.)

"DIRIGIBLE" (Col.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,500. (Average, $15,000.)

"FIVE AND TEN" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $14,000. (Average, $14,500.)

"HUCKLEBERRY FINN" (Para.)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $12,500. (Average, $12,500.)

"THREE WHO LOVED" (Radio)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,000. (Average, $6,000.)

"BUY RIGHT—BUT BUY NOW"

Stock for Denver

DENVER—Picture houses will probably have to buck a stock company in Denver this winter. Reports from Los Angeles say that the Denham will reopen Sept. 12 with a company that is being recruited on the coast. Ben Ketcham, former Denham manager, and George Cleveland, former Denham director, are the backers.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

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Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 68 NEW YORK, WEDNESDAY, AUGUST 19, 1931 TEN CENTS

Distribs Dodging 5-5-5 Pact Is Allied Charge

Ontario, B.C. To Act in Film Combine Case

Will Ask Dominion Gov't Prosecution

TORONTO—Two provinces are ready to take action against members of Canada's alleged film combine emphasizing that the probe report will not be dropped.

Attorney General R. H. Pooley of British Columbia, has asked the Province of Ontario to co-operate in a complaint to the Dominion government asking that action be taken against alleged combine members. Attorney General Price of Ontario, has notified Pooley of his readiness to take court action in the matter.

"BUY RIGHT—BUT BUY NOW"

And Now Cagney Kicks Over Traces

HOLLYWOOD—James Cagney is en route to New York after a row with Warners. He said his nerves "are shot" and that he intends to take a long rest. The inside, however, is said to be his resentment at playing

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

"U" Signs Clara for "Impatient Virgin"

HOLLYWOOD—Clara Bow intends to be the boss of pictures in which she is to appear, as recently stated, and intends to stick by her declaration not to "consent for a minute to any undraping for lewd or nude effect," says

(*Continued on page* 4)

Business Spurting Forward; 28 Keys Gross $2,206,076

Key city business is climbing. Based on *Motion Picture Daily's* index of box-office reports, 164 theatres in 28 cities grossed $2,206,076 the week ending last Thursday and Friday. This marks the fourth week running that business has clambered upward as evidenced by the following recapitulation:

No. of Theatres	Week ending	Gross
167	July 9-10	$1,987,789
166	July 16-17	1,889,523
164	July 23-24	1,992,433
164	July 30-31	2,044,696
163	Aug. 6- 7	2,197,236
164	Aug. 13-14	2,206,076

Baltimore, Boston, Chicago, Cincinnati, Des Moines, Indianapolis, Los Angeles, Montreal, Oklahoma City, Omaha, Ottawa, Philadelphia, Portland, Providence, Seattle and Toronto showed increases. Albany, Buffalo, Charlotte, Cleveland, Denver, Houston, Kansas City, Minneapolis, Milwaukee, New York, San Francisco, and St. Paul showed declines over the week ending August 6 and 7.

Detailed figures for the week ending August 13-14 follow:

City	No. Theatres	Gross
Albany	4	$23,950
Baltimore	7	77,000
Boston	8	155,500
Buffa'o	5	83,200
Charlotte	2	18,000
Chicago	9	209,936
Cincinnati	7	83,700
Cleveland	7	98,500
Denver	5	51,000
Des Moines	3	30,000
Houston	4	26,700
Indianapolis	5	42,050
Kansas City	5	55,500
Los Angeles	12	168,900
Minneapolis	5	54,500
Montreal	6	48,900
Milwaukee	5	66,400
New York City	12	326,040
Oklahoma City	4	24,800
Omaha	4	38,950
Ottawa	4	16,000
Philadelphia	8	136,000
Portland	5	44,800
Providence	5	51,500
San Francisco	8	120,250
Seattle	6	62,000
St. Paul	4	32,400
Toronto	5	59,600

Yamins, Littlefield Dissect Contracts to Back Claim

WASHINGTON—Despite the fact that members of the 5-5-5 committee were in agreement on essential parts of a proposed standard form of agreement, during the year not one distributor has fulfilled the plan to adopt the proposed form and exhibitors now are required to sign a "varied assortment of contracts drawn in their entirety by and for distributors."



Nathan Yamins

Close study of the various contracts makes it appear that each distributor "has made a studied effort to avoid every 5-5-5 clause conferring enforceable rights on the exhibitor and to replace them by every thinkable and unthinkable additional burden."

These are conclusions drawn in an analysis of contracts and their variance with clauses agreed to at the 5-5-5 conferences made by Nathan Yamins and Walter Littlefield, president and vice-president of Independent Exhibitors of New England. The analysis is published in the current issue of *The Allied Exhibitor*, official organ of Allied States Association. Yamins

(*Continued on page* 8)

Orders City to Pay Taxes on Auditorium

MARIETTA, O.—Operation of a municipal auditorium as a commercial picture house competing with other theatres which are paying taxes on their property obligates the municipality to pay taxes on the structure, Judge David H. Thomas ruled in Common Pleas Court.

The action was brought against Frank J. McCauly, county auditor, by the C. & M. Amusement Co., which

(*Continued on page* 4)

"BUY RIGHT—BUT BUY NOW"

New $400,000 Film Row, Plan in Omaha

OMAHA—Construction is scheduled to start this winter on a new $400,000 film exchange row to house the local offices of eight companies. Elson Construction Co., of Kansas City,

(*Continued on page* 4)

$500,000 Film Rentals Back Of Balto Fight

BALTIMORE—Harry Cluster, business manager of the M.P.T.O. of Maryland, Inc., says that according to a survey which has been made by his organization, M-G-M and Paramount will lose about $500,000 in Baltimore during the coming season unless they arbitrate with neighbor-

(*Continued on page* 2)

"BUY RIGHT—BUT BUY NOW"

Myers Heads Group Going to Mpls. Meet

MINNEAPOLIS—Headed by Abram F. Myers, president of Allied States Association, practically all regional leaders of Allied, will be present at the Northwest unit's annual convention here, September 9 and 10, it is promised. The recently-formed Allied Independent Theatre Owners of Wisconsin is planning to hold its convention here simultaneously.

Say "Uncle"

Speaking of relativity:

Verdant youth with an inside family drag in one of the larger producer - distributor organizations heard that there was an opening for an exploiteer. He immediately secured an interview with the exploitation head, who dared not refuse.

Ambitious youngster then called up a friend who has spent 20 years in the racket and said, "Bill, I'm going to get a job as an exploitation man with the company. Say, keed, tell me, what-in-ell IS exploitation?"

P. S. He got the job.

They Ask Why

Washington — Query as to the reason for failure of distributors to adopt the proposed standard form of license agreement is contained in the Yamins-Littlefield analysis of contracts now in use contrasted with clauses of the standard form.

"Why," they ask, "has the work to which leaders of the industry devoted months of their time that could well have been spent on their own theatres and much money by attending these conferences at their own expense, been forgotten, and new, strange contracts imposed on the exhibitors?"

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 19, 1931 No. 68

MARTIN QUIGLEY
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Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston,* Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford,* Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign $15. Single copies, 10 cents.

New Shows

CARVING a notch among the high places of short subjects, the first three of the "Big Bill" Tilden tennis pictures click with a resounding smack. "Tennis Technique," "Forehand, Backhand and Service" and "Volley and Smash" are their titles and in them, Tilden tells and shows how to become expert in and with the tennis racket.

Plenty of substance in them for tennis enthusiasts and arresting for non-players as well. M-G-M's got something in the opening Tilden pictures.

A midnight excursion to the Capitol for a wee-morning-hour peek at "Sporting Blood" proved a profitable venture. This biography of a race horse, touted as something different, lives up to its heralding.

Clark Gable gets the featured billing among the humans of the cast and, although he is competent and grown-up Madge Evans is a complete yet pleasant surprise, the bulk of the credit for a splendidly paced production goes to the equine contingent.

"Sporting Blood" is rather a rarity among pictures in that it is intelligent entertainment with a pronounced mass appeal.

KANN

Purely Personal

GLEN ALLVINE, when he fishes, wears:
A battered mate's cap.
White canvas shoes—usually dirty. Ducks.
A green polo shirt.
A tan wind-breaker.

MARC BOWMAN, manager of the Fox Broadway in Portland, has been transferred to Spokane to take charge of exploitation of the new Fox there, to open September 3. He will be absent for a month.

ARCH BONGE of the Paramount Theatre, the only doorman-artist on Broadway, has left on a year's leave of absence to paint on the island of Martinique in the Caribbean. He is a seven-footer.

MRS. R. BLANCHARD, who has conducted the Magic City Theatre in Bogalusa, La., from almost the time the city was founded, has purchased the Garden and has assumed control.

CLAYTON BOND says:
"When your golf is out of groove, it's bad enough. When your bridge is all wet, too, you know what depression is like."

BILL MCKNIGHT of the Alhambra in Toronto is preparing for a "Screen Mystery Week," but he won't tell even his best friend what the program will be.

JOE BRANDT separated 35 sea bass from their native habitat over the week-end. Long Beach and environs were the scenes of this piscatorial idyll.

HOWARD DIETZ, as usual, went in for ping pong at the Motion Picture Club yesterday and had a sizeable gallery watching how he does it.

GEORGE WEEKS, having spent April to August in California, is preparing to return to Hollywood the middle of next month.

ED GOLDEN, owner of the Idle Hour, the only silent house in Pittsburgh, finally is considering the installation of sound.

ROXY is making regular appearances at the M. P. Club for lunch these days. Invariably, Hiram Brown, Jr., is with him.

D. W. GRIFFITH is now editing "The Struggle," shooting on which was completed Monday at the Audio Cinema studios.

AL FRIEDLANDER of First Division left last night for Atlantic City to exploit one of the company's pictures.

HAROLD HENDEE, director of the Radio research department, returned yesterday to New York from Hollywood.

WILLIAM ROSENTHAL succeeds Cliff Almy as manager of the United Artists branch in Cincinnati.

PHIL DUNAS, Middle Western divisional manager for Columbia, is in New York from Chicago.

HAL HODES insists that the beret he wears on fishing trips does something or other to the fish:

CHARLES B. PAINE, treasurer of Universal, left Monday on his annual trip to the Coast.

MOE GOULD, former Fox salesman in Pittsburgh, has joined the RKO Pathe exchange there.

MARTIN STERN is back at the picture club after a three weeks' separation from his job.

H. C. BROWN has been appointed manager of the Rivoli, Greenville, S. C.

"BUY RIGHT—BUT BUY NOW"

Hays Back

Will H. Hays, vacation ended, returned to New York yesterday from Wyoming and ranch life.

Stocks Quiet; Loew Sales 13,500

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	8	7⅝	7⅞	+ ⅝	2,900
Consolidated Film Industries pfd	14½	14	14½	+ ⅛	200
Eastman Kodak	146	141	142¾	— ¾	3,500
Fox Film "A"	13⅞	13¼	13¾	+ ½	5,500
General Theatre Equipment new	2¾	2½	2⅝	.....	3,100
Loew's, Inc.	49¼	47¼	48¼	+ ⅞	13,500
M-G-M pfd	25⅛	25	25	.....	100
Paramount Publix	24½	23¾	24	.....	4,100
Pathe Exchange "A"	5¾	5⅝	5¾	.....	300
RKO	14⅞	14¼	14½	+ ¼	4,500
Warner Bros.	8⅜	8	8¼	+ ⅛	10,300

Technicolor Drops 1; Curb Quiet

	High	Low	Close	Net Change	Sales
General Theatre Equipment pfd	4¾	4½	4½	.....	1,500
Technicolor	7½	7	7	—1	900
Trans Lux	5	4¾	4¾	— ¼	300

Paramount Bonds Up; Market Quiet

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	26½	25⅝	26	—1	12
Keith B. F. 6s '46	67¾	67¾	67¾	+ ¾	2
Loew's 6s '41 ex war	98¾	98½	98½	.....	12
Paramourrt F. L. 6s '47	87	86	87	.....	5
Paramount Publix 5½s, '50	79	77¼	79	+1¼	26
Warner Bros. 6s '39 wd	55¼	54½	54½	.....	14

$500,000 Film Rentals Back Of Balto Fight

(*Continued from page* 1)

hood theatres in that organization for bookings on rental instead of percentage and guarantee as they now demand.

All members of the organization are standing firm in their decision not to book on percentage and only two, The Overlea and the Irvington, which signed prior to June 11, have signed with Paramount, he says.

Also five houses in small townships near Baltimore have decided to hold off booking pictures from those companies on their percentage arrangement, according to Charles E. Nolte, president of the organization. Their action is voluntary and they were in no way urged to do this by the theatre owners, he says.

There is a big chance for all "quickie" and independent producers to show exhibitors here their best stuff for the season and to sell it, says Cluster.

"BUY RIGHT—BUT BUY NOW"

Nathanson Abroad

TORONTO—N. L. Nathanson, formerly managing director of Famous Players Canadian Corp., is now in Europe, where he is reported to be looking over French, German and other films for Regal Films, Ltd., Canadian distributors, of which he is president. Regal is releasing 25 British pictures in Canada this year.

"BUY RIGHT—BUT BUY NOW"

Grainger Leaves

James R. ("Jimmy") Grainger, general sales manager for Fox, left on a sales trip yesterday. He will be gone three weeks, will arrive at the studio in Hollywood about the end of the month for a week's pow-wow with Winnie Sheehan and then returns to New York.

"BUY RIGHT—BUT BUY NOW"

Wurtzel Here; Sailing

Sol Wurtzel, Winnie Sheehan's right hand bower at the Fox studio, is in New York, preparatory to sailing on a European vacation Friday night.

"BUY RIGHT—BUT BUY NOW"

Sarnoff Sailing

David Sarnoff, president of RCA, sails today on the Leviathan for Europe.

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A NEW STAR FLASHES



SUAVE DIPLOMAT —GALLANT LOVER —VALIANT FIGHTING MAN—IVAN LEBEDEFF IN A STORY HE LIVED— A DRAMA OF HIGH ROMANCE, DANGEROUS DEEDS AND BREATHLESS INTRIGUE . . . .

IVAN LEBEDEFF

GENEVIEVE TOBIN BETTY COMPSON

GAY DIPLOMAT

RKO-RADIO PICTURE

DIRECTED BY RICHARD BOLESLAVSKY

'Bad Girl' and 'Bought' Top B'way Parade

Total $320,604 for 12 Theatres

There are a couple of theatres, at least, on the Main Stem which think they see signs of returning prosperity. The Roxy with "Bad Girl" and the re-opened Hollywood with Constance Bennett in "Bought" are doing what, in depression times, is land office business.

At the Roxy, the intake is heading rapidly toward the $105,000 mark this week with Fox forecasts setting in the picture somewhere between $100,000 low and $110,000 high on the week. That's real business for that or any other theatre, times and weather being what they are. On Saturday and Sunday, the picture pulled in 55,000 admissions.

At the Hollywood, where "Bought" is now rounding out its first week, the dope is the gross for the first seven days will run between $40,000 and $45,000. Women are flocking to the house.

Last week "Traveling Husbands" at the Mayfair did a disappointing $15,500. Tough on Radio, where the picture is looked up to as one of that company's big ones for the opening of the new season. This week, however, "The Miracle Woman" has brought trade back to that house.

"Politics" had a very good second week at the Capitol, grossing $59,108, or $137,388 for its 14 day run. At the Paramount, "Huckleberry Finn" did $3,000 more than "Honeymoon Lane," which strode the screen the previous week, but at that the gross at $ 9,100 was disappointing.

Estimated takings for the week ending August 13:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 10th week, 7 days. **Gross:** $14,838.

"POLITICS" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 2nd week, 7 days. Stage show. **Gross:** $59,108.

"AMERICAN TRAGEDY" (Para.)
CRITERION—(850), 50c-$2.00, 7 days. **Gross:** $17,300.

EMBASSY
EMBASSY—(598), 25c, 7 days. **Gross:** $7,682.

"TRAVELING HUSBANDS" (Radio)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $15,500.

"HUCKLEBERRY FINN" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $49,100.

"FLIGHT" (Col.) and "ANYBODY'S WOMAN" (Para.)
RIALTO—(1,904), 25c-50c, 7 days. **Gross:** $6,700.

"SMILING LIEUTENANT" (Para.)
RIVOLI—(2,103), 40c-$1, 4th week, 7 days. **Gross:** $21,000.

"YOUNG AS YOU FEEL" (Fox)
ROXY—(6,209), 50c-$1.50, 7 days. Stage show. **Gross:** $79,750.

"THE RUNAROUND" (Radio)
STRAND—(3,000), 35c-$1, 7 days. **Gross:** $11,142.

"IMMORTAL VAGABOND" (Talking Picture Epics)
WARNERS—(1,490), 35c-75c, 2nd week, 7 days. **Gross:** $2,320.

"STAR WITNESS" (Warners)
WINTER GARDEN—(1,493), 2nd week, 7 days. **Gross:** $41,600.

"BUY RIGHT—BUT BUY NOW"

U. A. Theatres Dividend

Quarterly dividend of $'.75 payable September 15 to stock of record September 1 has been declared by United Artists Theatre Circuit.

'Lieut' Leads Fine Week in Des Moines

Total $30,000 for 3 Theatres

DES MOINES—Proof that the public is still movie hungry and will respond when the weather is cool was furnished last week by the first runs here, all of which went over the top. "The Smiling Lieutenant" was the shining mark, grossing $11,500 at the Des Moines and thus beating par by $4,500. "Night Nurse" also topped average by $2,000. As a result of the week's business, managers generally are looking forward hopefully to the fall.

Estimated takings for the week ending August 15 and year-round weekly averages:

"THE SMILING LIEUTENANT" (Para.)
DES MOINES—(1,600), 7 days, 25c-35c-60c. **Gross:** $11,500. (Average, $7,000.)

"NIGHT NURSE" (Warners)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. RKO vaude. **Gross:** $9,000. (Average, $7,000.)

"SECRET CALL" (Para.)
PARAMOUNT—(1,700), 3 days, 25c-35c-60c. RKO vaude. **Gross:** $6,000. (Average, $5,000.)

"CAUGHT" (Para.)
STRAND—(1,100), 4 days, 20c-35c. **Gross:** $2,450. (Average, $1,700.)

"HONEYMOON LANE" (Para.)
STRAND—(1,100), 3 days, 20c-35c. **Gross:** $1,050. (Average, $700.)

"BUY RIGHT—BUT BUY NOW"

New $400,000 Film Row, Omaha Plan

(*Continued from page* 1)

Mo., is reported interested in the project, according to local realtors.

Companies to occupy space in the new buildings, to be built in units of eight two-story structures, include RKO, M-G-M, Paramount, Warners, Fox, Pathe, United Artists and The National Theatre Supply Co. Leases on present quarters expire in April.

"BUY RIGHT—BUT BUY NOW"

Orders City to Pay Taxes on Auditorium

(*Continued from page* 1)

charged that exemption of the auditorium from taxation made its operation by the Auditorium Theatre Co. unfair competition.

"BUY RIGHT—BUT BUY NOW"

And Now Cagney Is Kicking Over Traces

(*Continued from page* 1)

the star roles in pictures with the supporting cast getting several times his salary. His next scheduled picture is "Blind Spot."

"BUY RIGHT—BUT BUY NOW"

Plans Expansion

Colorcraft Corp., is anticipating a swing back to color films next season and is installing new equipment at its Astoria, L. I. plant, H. Krohna, company treasurer, stated yesterday in explaining the firm's move in increasing its stock from 250,000 to 600,000 shares, no par value.

"BUY RIGHT—BUT BUY NOW"

Frances Agnew on Coast

HOLLYWOOD — Frances Agnew has arrived here to join the Paramount writing staff.

Oh, Nancy!

Columbus—Attorney General Gilbert Bettman, investigating the title to land which the state intends to purchase for reforestation purposes, unearthed a 1,400-page deed, nine inches thick and weighing 26 pounds, executed in 1860 and signed "Nancy Carroll."

Nine Weeks for Polly Moran on Loew Time

Following her appearance at the Capitol, New York, Polly Moran will make a nine week tour of Loew theatres in the east. The first date after the Capitol will be Loew's Jersey City, Jersey City, where she will appear the week of August 22. The balance of her schedule from then on is as follows: Palace, Washington, August 29; Century, Baltimore, Sept. 7; Penn., Pittsburgh, Sept. 18; Ohio, Columbus, Sept. 25; State, Cleveland, Oct. 2; Great Lakes, Buffalo, Oct. 9; Loew's, Rochester, Oct. 16; State, Syracuse, Oct. 23.

After the last date the M-G-M star will return to New York and then possibly to the Coast to resume production work.

"BUY RIGHT—BUT BUY NOW"

Postal Rates to Canada Increased

WASHINGTON—Three cents for the first ounce is the new rate on postage on letters to Canada and Newfoundland, including Labrador, starting September 1. Rates on postcards will be two cents.

Effective September 1 the rate applicable to air mail for the same destinations will be 6 cents for the first ounce and 10 cents for each additional ounce or fraction.

This increase is in line with a raise in rates for delivery in Great Britain and Ireland, to where rate on letters will be 5 cents for the first ounce and 3 cents for each additional ounce or fraction thereof and the rate on post cards three cents.

"BUY RIGHT—BUT BUY NOW"

"U" Signs Clara for "Impatient Virgin"

(*Continued from page* 1)

she. But if the adaptation suits her, she will appear for Universal in Don Clarke's "The Impatient Virgin." She already has turned down one script and Gladys Lehman is working on another. Clara picked the story after reading a hundred or more.

"BUY RIGHT—BUT BUY NOW"

Zundt Succeeding Clarke

John W. Zundt, assistant to J. C. Enslen, general sales manager of General Register Corp., is to be placed in charge of the Chicago office of Automatic Simplex Register Corp., General subsidiary. He succeeds Charles T. Clarke. General recently established a new branch.

"BUY RIGHT—BUT BUY NOW"

New Fan Magazine

Futura Publications has been organized in New York to publish *Movie Mirror* and *Love Mirror*. They will be distributed exclusively through the chain store outlets of Grand-Silver Stores, McCrory Stores Corp., McLellan Stores, G. C. Murphy Co., Neisner Bros. and J. J. Newberry Co.

H. M. Warner Is Optimistic Despite Loss

While Warners' operations for the quarter ended May 30, 1931 show a consolidated net loss of $2,613,600.47 after charges, including interest and depreciation, a notable pick-up in business has been experienced during the past few weeks and the outlook for the coming year is encouraging, Harry M. Warner stated yesterday.

For the nine months ended May 30, 1931, the company reports a net loss of $4,334,738.13, which net loss includes the write-down of $3,073,368.53 in respect of inventories and accounts receivable of the radio and record division shown in the February 28, 1931 statement.

For the nine months, net earnings available for all interest, including the interest requirements on the optional 6% convertible debentures, series due 1939, after deducting all charges including the write-down of $3,073,368.53, but before amortization and depreciation of fixed properties, was $8,215,099.42—equivalent to over 1.62 times the consolidated interest charges.

During the quarter ended May 30, 1931 a special charge-off amounting to $2,073,230.21 was made to surplus account to write down the plant an equipment of the radio and record divisions.

The attached consolidated balance sheet, as of May 30, 1931, shows a current ratio of over 1.94 to 1. Total current assets were $30,997,521.79 as compared with total current liabilities of $15,960,639.63. Cash on hand amounted to $4,013,841.71, while notes payable were $2,051,680.84.

"The company today has no bank loans and cash on hand is more than sufficient to meet the requirements for the interest on the debentures and the dividend on the preferred stock payable on September 1, 1931," Warner stated. "On July 16, 1931, the company deposited with the trustee $1,300,500 principal amount of optional 6% convertible debentures, series due 1939, in satisfaction of the annual purchase fund requirements due August 1, 1931."

Sixteen new season features have been completed he said, the Brooklyn studio is operating at capacity and the Hollywood plant reopens the first week in September.

"BUY RIGHT—BUT BUY NOW"

Two Sign Contracts Under New Cal. Law

HOLLYWOOD—First contracts drawn under California's new seven-year contract law was for Wallace Ford with M-G-M and Tad Alexander, eight years old, with Fox. Ford plays opposite Joan Crawford in "Mirage" and young Alexander with Will Rogers in "Dollar Bill."

"BUY RIGHT—BUT BUY NOW"

Epics Releases Four

Talking Picture Epics will release during the next month four features and 18 shorts. The features are "The White Devil," "The Immortal Vagabond," "The Last Company" and "Balinese Love."

"BUY RIGHT—BUT BUY NOW"

Cohen Sells Houses

BURLINGTON, Ia.—Jake Cohen has sold his house here to State Theatres and Publix is negotiating for his theatre in Ottumwa.

"BUY RIGHT—BUT BUY NOW"

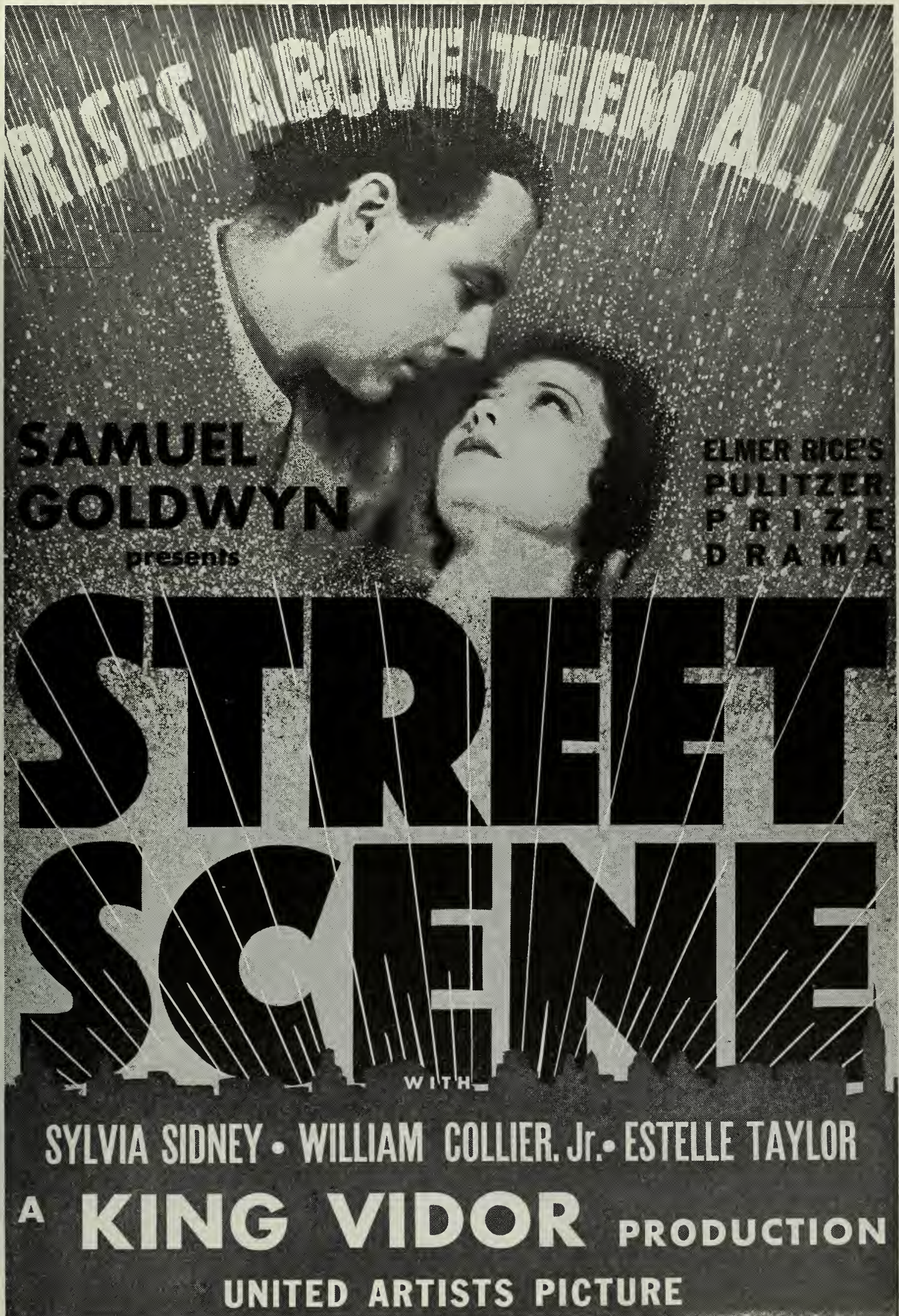
"Pardon Us" at Capitol

"Pardon Us," Laurel and Hardy's feature length comedy, goes into the Capitol, New York, Friday. It is a burlesque on prison melodramas.

"BUY RIGHT—BUT BUY NOW"

Expect the Powells

HOLLYWOOD—William Powell is to visit New York this fall, he has let it be known. He will be accompanied by his new bride, Carole Lombard.


RISES ABOVE THEM ALL!
SAMUEL GOLDWYN
presents
ELMER RICE'S PULITZER PRIZE DRAMA
STREET SCENE
WITH
SYLVIA SIDNEY • WILLIAM COLLIER, Jr. • ESTELLE TAYLOR
A KING VIDOR PRODUCTION
UNITED ARTISTS PICTURE

Destined for the Motion Picture Hall of Fame - -





Only once in a great while is a picture produced that is so utterly fine in direction, in acting, in story, in technical beauty . . . and so tremendous in its ability to draw people to the theatre . . . that it immediately becomes recognized as an outstanding candidate for honors as the best picture of the year . . . from all angles . . . such a picture is - - -

WATERLOO BRIDGE

"WHERE LONESOME LADIES STROLL"

with

MAE CLARKE, KENT DOUGLASS, Bette Davis, Doris Lloyd, Enid Bennett, Ethel Griffies, Frederic Kerr. Produced by Carl Laemmle, Jr. Directed by JAMES WHALE.

UNIVERSAL

- - -also producers of . . . EAST OF BORNEO ... STRICTLY DISHONORABLE ... HEAVEN ON EARTH . . . HOMICIDE SQUAD . . . FRANKENSTEIN . . . THE SPIRIT OF NOTRE DAME ... LASCA OF THE RIO GRANDE, etc.

Proudly presented by
CARL LAEMMLE

Differences in Contracts Outlined

	LICENSE AND EXHIBITOR WARRANTIES	DELIVERY AND RETURN OF PRINTS	TERM AND PICTURES NOT RELEASED	PROTECTION AND RUN	PAYMENT	PAYMENT PERCENTAGE ENGAGEMENT	ACCEPTANCE OF APPLICATION	ADMISSION PRICES	SELECTION OF PLAY DATES	DATING IN ORDER OF RELEASE
5-5-5 STANDARD	A) E's equipment will operate reliably and efficiently. B) E has or will have effective license from copyright owners.	D warrants print fit for exhibition and reproduction of sound. Delivery to allow time for trial run-off. E pays return shipping charges to exchange; if shipped elsewhere charges not to exceed above cost.	A) Term is one year after availability of first picture. B) E may claim within 30 days after contract expiration any picture contracted for and released within next two years.	A) Waiver of protection to one theatre is waiver to all similar theatres. B) Playing of picture by prior run can be made condition precedent to play by subsequent run E. C) Protection starts from last day. D) Protection includes new theatre in territory.	Payment 4 days before delivery or shipment	A) Daily payment if demanded. B) Liquidated damages based on 30 day ave. if unplayed. C) or 65% last day receipts if uncompleted. D) may examine only entries relating to contract obligations for 4 months. E) Checker to be regular employee or accountant.	A) Application must be accepted by duly authorized agent. B) No money paid can be construed as binding. C) Application void if not accepted within specified time. D) Similarly dated applications accepted or rejected as unit.	A) Minimum admission price 10c, children or adults	A) Prints must be in exchange. B) D must give 15 days notice of availability. C) First run's protection expires 120 days after general release.	A) Exhibitor must play in order of release. B) E may play pictures out of order provided prior releases are dated within 30 days.
COLUMBIA	1) Same as 5-5-5 A. 2) E must have license from American Society of Composers, Authors, and Publishers.	1) D warrants print suitable for exhibition. 2) To arrive one hour before opening of theatre. 3) Return shipment to exchange prepaid; shipment to other exhibitor collect.	1) Same as 5-5-5 A. 2) Pictures not generally released by Aug. 31, 1932, are automatically cancelled.	1) Same as 5-5-5 C. 2) Same as 5-5-5 D. 3) Distributor can deliver run prior to run contracted.	3 days	1) Payment demanded daily. 2) Same as 5-5-5 B. 3) 75%. 4) All books for 60 days. 5) Same as 5-5-5 E. 6) E must keep D share separately.	Same as 5-5-5 A, B, C, D.	10c 2) Contains schedule of E admission prices which must be maintained if filled in.	1) Same as 5-5-5 B 2) If prior run changes date, subsequent run must change date, even though confirmed, to conform with protection. 3) If E fails to designate play date D may assign dates.	Same as 5-5-5 A.
FOX	Same as Columbia.	Same as Columbia 1, 2, 3.	1) Same as 5-5-5 A. 2) Pictures not generally released by Aug. 13, 1932, may be claimed by E within 30 days and obtained if so released in following year.	Same as Columbia 1, 2, 3. 4) No protection on pictures double featured.	3 days	Same as Columbia. 1, 2, 3, 4, 5.	Same as 5-5-5 A, B. (No provision for lapsing of unaccepted application.) (No provision to treat similarly dated applications as unit.)	15c 2) Same as Columbia 2.)	Same as Columbia 1, 2, 3.	Same as Columbia.
M-G-M	Same as Columbia. 3) E agrees to run on same size reels as furnished by D.	Same as Columbia 1, 2, 3.	1) Same as 5-5-5 A. 2) But pictures released before Aug. 31, 1933, must be delivered and accepted by E.	Same as Columbia 1, 2, 3. 4) Distributor's liability for protection violation is limited to rental.	3 days 2) D may ship picture COD to include any prior claim, even though specific picture shipped has been previously paid for.	Same as Columbia 1, 2, 3. 4) All books ANY time. 5) No restriction on local checker. 6) Recapitulation statement required. 7) E must pay for all passes except newspaper and advt.	Same as Columbia	10c Same as Columbia 2.	1) Same as 5-5-5 A. 2) Same as 5-5-5 B. 3) If E does not select dates D may designate date for 1st runs and shall designate date for subsequent runs.	Same as Columbia.
PARAMOUNT	Same as Columbia.	Same as Columbia 2, 3. (Condition of print not guaranteed.)	1) Same as 5-5-5 A. 2) No provision. E has no claim on any picture not released during term of contract.	Same as Columbia 1, 2, 3.	3 days	Same as Columbia 1, 2, 3. 4) ALL books for 4 mos 5) Same as Metro 5.	Same as 5-5-5 A, B, C. (No provision to treat similarly dated applications as unit.)	10c Same as Columbia 2.	1) Same as 5-5-5 B. 2) Same as Metro 3.	Same as Columbia.
R-K-O PATHE	Same as Columbia.	Same as Columbia 1, 2. 3) E prepays shipment to exchange or other exhibitor.	1) Eighteen months after first picture. 2) Same as 5-5-5 B but notice must be sent before Sept. 30, 1932.	Same as Columbia 1, 2, 3.	7 days	Same as Columbia 1, 2, 3. 4) ALL books for 12 mos. 5) Same as Metro 5.	Same as Paramount.	10c Same as Columbia 2.	1) Same as 5-5-5 A. 2) Same as 5-5-5 B. 3) Same as Columbia 3.	Same as Columbia.
R-K-O	Same as Columbia.	Same as Columbia 1, 2, 3.	1) Term is from 9/1/31 to 8/31/32. 2) Same as 5-5-5 B.	Same as Columbia 1, 2, 3	3 days	Same as Columbia 1, 2, 3, 4, 5.	Same as Columbia.	10c Same as Columbia 2.	1) Same as 5-5-5 B. 2) If E fails to select play date, rental becomes due and protection is lost.	Same as Columbia.
UNITED ARTISTS	Same as Columbia	Same as Pathe, 1, 2, 3. (Print in physical condition for exhibition.)	1) One year from Aug. 31 following acceptance. 2) Same as Paramount	Same as Columbia 1, 2, 3	7 days	Same as Columbia 1, 2, 3, 5. 4) Same as Pathe.	Same as 5-5-5 A, B, C. 4) May accept any one or more of similarly dated applications. 5) Breach of one contract is breach of all.	10c	Same as Columbia 1, 3	Same as Columbia.
UNIVERSAL	Same as Columbia.	Same as Columbia 1, 2, 3.	1) Same as 5-5-5 A. 2) Same Pathe 2.	Same as Columbia 1, 2. 4) Protection eliminated on pictures not dated within 45 days.	3 days 2) D may withhold picture, already paid for, for any claim under this contract.	Same as Columbia 1, 2, 3, 4, 5.	Same as Columbia	10c Same as Columbia 2.	Same as Metro 1, 2, 3	Same as Columbia.
WARNER FIRST NATIONAL	Same as Columbia 3) E agrees to have trial run off before 1st showing. (See Delivery.)	Same as Columbia 2, 3. (Condition of print not guaranteed.)	1) Same as Pathe 1. 2) Pictures generally released after Sept. 15, 1932, are specifically excepted from contract	Same as Columbia 1, 3.	5 days	1) Same as 5-5-5 A. Same as Columbia 2, 3. Same as Metro 4, 5, 6.	Same as Columbia.	10c Same as Columbia 2.	1) Same as 5-5-5 B. 2) Same as Columbia 2	Same as Columbia.

Lives of Pacts VariedbyFirms

(*Continued from page* 1)

took a leading part in drafting the contract as a member of Allied's committee.

"A careful analysis of each contract and a clause by clause comparison with the fair 5-5-5 contract leads to the inevitable conclusion that in the distributors' judgment, the exhibitors gained too much in their conference," the article states. "The distributors have obviously concluded for their own advantage to ignore the new uniform contract already approved and to draft new contracts without consulting the exhibitor body—contracts that would not only take away from the exhibitor what slight relief he had gained, but would also impose new provisions detrimental to the exhibitor and advantageous to the distributor."

The chief reason for the analysis, the authors point out, is to enable the exhibitor to understand his obligations during the term of the contracts "and his rights and remedies if any."

Following is the analysis prepared by Yamins and Littlefield:

The Contract

Exhibitor Warranties

When the 5-5-5 contract was being drafted, it was considered fair, in order that pictures get a proper showing, for the exhibitor to warrant that his equipment will operate reliably and efficiently to reproduce the recorded picture, and this provision was written into the contract. The warranty that previously appeared, that the exhibitor had a license from the American Society of Composers, Authors and Publishers, was changed to read that he had an effective license from the copyright owners in order to remove from this society the whip that it had.

All contracts now in use have retained this warranty that the exhibitor equipment will operate reliably and efficiently and have gone back to the old warranty that the exhibitor has a license from the Society of Composers, Authors and Publishers.

In addition to these provisions, Metro has a special provision whereby the exhibitor agrees to run the photoplays on the same size reel as that furnished by Metro, which means that an exhibitor cannot double up on his reels.

Warner and First National also have a special provision whereby the exhibitor agrees to have a trial run off before the first public exhibition. This is not optional, but compulsory, and at the same time is impossible for the exhibitor to carry out, since Warner and First National agree to deliver the print to the exhibitor only one hour before the first public exhibition

Delivery, Return of Prints

Inasmuch as the exhibitor agrees to provide equipment that will operate reliably and efficiently, it was considered fair that the 5-5-5 contract include a warranty by the distributor that he would furnish a print "in physical condition for exhibition and if a sound picture, which will clearly reproduce the recorded sound," this print to arrive in time for inspection and projection before the usual time of opening the theatre. The latter provision was inserted so that every exhibitor could have a trial run off if he desired so that he could determine at which volume he was to project the picture. Every distributor has abandoned this provision and has gone back to the old provision which required shipment to arrive one hour before the opening of the theatre, which obviously does not give time for a trial run off.

Every distributor with the exception of Paramount and Warner-First National, warrants that the print delivered is suitable for exhibition, which would probably be interpreted to cover not only the physical condition of the print, but the sound recording, and therefore differs from the 5-5-5 contract only in that the language is not so clear. Paramount and Warner-First National say absolutely nothing about the condition of the print they are to deliver to the exhibitor—hence the exhibitor can have no complaint and no redress when he gets a bad print not suitable for public exhibition.

When the run was completed the exhibitor under the 5-5-5 contract was obligated to return the print to the distributor or ship it to another exhibitor if requested by the distributor, all charges pre-

(*Continued on page* 9)

The First Major Difference

Washington—First essential difference between the 5-5-5 contract and the contracts now being used by all distributors is that the former had a short form and a long form contract, the exhibitor signing only the short form embodying in eight clauses the essential features of the transaction but incorporated by reference into the long form which had about 26 numbered articles, the Yamins-Littlefield analysis asserts.

"The advantage of this is obvious," the article states. "The exhibitor had a simple instead of a complicated contract to read and therefore could find and read the provisions that governed his transaction. All contracts now being offered are the long form. The short form idea now has been abandoned, and now the exhibitor is forced into a contract that is almost the size of a one-sheet, printed in very fine print, with the probability that the exhibitor will sign on the dotted line without reading the contract, and thereby result in misunderstandings."

Warranty on 'Music Tax'

In Graph Prepared by Allied Leaders

MIDNIGHT SHOWS	ROAD SHOWS	RACIAL AND RELIGIOUS EXCLUSION	OPTION TO EXCLUDE PICTURES	RE-ISSUES	SUBSTITUTION OF STARS STORIES, ETC.	DELAY OR PREVENTION	ADVERTISING BY EXHIBITORS	ACCESSORIES	WARRANTY OF "NO PAID ADVERTISING"	ARBITRATION
No restriction.	A) D can roadshow and exclude from contract where roadshown not over 2 pictures. B) Roadshowing requires $1. price for majority every orchestra seats. C) E may cancel one picture for each picture excluded.	A) D may exclude if D considers picture objectionable. Picture cannot then be shown in that city. B) If E considers picture objectionable, Arbitrators decide.	E may exclude without payment 5% of pictures bought on any contract of 20 or more pictures provided ave. price does not exceed $250 whether flat rental or on percentage.	D warrants no re-issues unless specifically mentioned in contract.	E is not required to accept picture in case of substitution of 1) Book or play 2) director 3) star. 4) combination of stars.	If either party's performance is unavoidably prevented. Then license to such photoplay is terminated provided reasonable written notice is given.	A) E may advertise coming pictures *inside* his theatre at any time. B) E may advertise anywhere 15 days before exhibition date.	E only agrees not to sell or lease any accessories purchased from distributor.	O warrants pictures contain no advertising for which compensation was received.	Provision for voluntary Arbitration for settlement of any dispute.
No exhibition before 6:00 AM of first day.	1) Same as 5-5-5 A. 2) Same as 5-5-5 B. 3) Same as 5-5-5 C.	1) Same as 5-5-5 A. 2) Same as 5-5-5 B.	E may exclude 10% of pictures by paying 30% of rentals, provided E bought all pictures offered.	Same as 5-5-5	Same as 5-5-5 1, 2, 3.	1) On E's part, E is excused and time extended 3 months delay allows either party to cancel. 2) On D's part, D is excused but E must accept any delayed picture when and if available.	1) Subsequent run exhibitors can do NO advertising until completion of FIRST run.	1) E agrees to buy accessories only from D. 2) E agrees not to sell, loan, or give away accessories.	No provision.	No provision.
No restriction.	Same as Columbia 1, 2, 3. 4) D may elect not to exclude picture roadshown but E must exhibit such picture when available.	Same as Columbia 2.	Same as Columbia.	Same as Columbia.	D reserves right to change stars or directors listed in schedule. E need not accept substitutions involving story if such is scheduled.	Same as Columbia 1, 2. 3) If D has 3 mos. delay either party may cancel.	Same as Columbia.	Same as Columbia 1, 2.	Same as 5-5-5.	No provision.
No exhibition between Midnight and 6:00 AM.	Same as Columbia 1, 2, 3.	Same as Columbia 1, 2.	No Elimination.	Same as Columbia.	Same as Columbia. 1, 2, 3.	Same as Columbia 1, 2.	Same as Columbia.	Same as Columbia 1, 2.	Same as Fox.	No provision.
Same as Columbia.	1) D may roadshow any or all pictures. 2) Same as Columbia 2. 3) E has no rights of cancellation. 4) E must run roadshown pictures but pictures available to him only after completion of all roadshowing in U. S.	No Exclusion.	No Elimination.	No Warranty; therefore Paramount may deliver re-issues	No provision for D to make or E to refuse substitutions. Therefore, unless E specifies stars, directors, or stories in schedule, E must accept anything offered.	E's failure to perform excusable only in case of Act of God or public enemy. D's failure excusable for any reason.	Same as Columbia	Same as Columbia 1, 2.	No provision.	No provision.
Same as Columbia.	1) D may roadshow and exclude 4 pictures. 2) Roadshowing requires merely advanced prices for one week. 3) Same as Columbia 3.	Same as Columbia 1.	No Elimination.	Same as Columbia.	Same as Columbia. 1, 2, 3.	Same as Columbia 1, 2.	1) Same as 5-5-5 A. 2) E may advertise anywhere after completion of next prior run only.	Same as Columbia 1, 2. 3) E will pay for advt. 2 weeks before play date. 4) E will return advt. to D on demand.	No provision.	No provision.
Same as Columbia.	Same as Columbia 1, 2, 3.	Same as Columbia 1	No Elimination.	Same as Columbia.	Same as Columbia. 1, 2, 3.	Same as Columbia 1, 2.	Same as Columbia	Same as Columbia 1, 2.	No provision.	No provision.
Same as Columbia.	1) D may roadshow and exclude any and all pictures. 2) Same as Pathe 2. 3) Same as Paramount 3. 4) E must run roadshown pictures when available if D does not elect to exclude. 5) Roadshow in any city permits D to exclude throughout U. S.	No Exclusion	No Elimination.	Same as Columbia.	Same as Columbia. 2, 3. D reserves right to change story book or play.	Same as Columbia 1, 2.	1) Same as Pathe 1. 2) Same as Pathe 2	Same as Columbia 2. 2) E must destroy all advt. purchased.	Same as Fox.	No provision.
Same as Columbia.	1) D may roadshow 4 pictures but can exclude not more than 2. Excluded pictures must have been roadshown in 3 cities. 2) Same as Columbia 2. 3) Same as Columbia 3. 4) Same as Fox 4.	No Exclusion	No Elimination.	Same as Columbia	Same as Columbia 1, 2, 3.	Same as Columbia 1, 2.	Same as Columbia.	Same as Columbia 1, 2.	Same as Fox.	No provision.
Same as Columbia.	1) D may roadshow any and all pictures. 2) Roadshowing requires merely advanced showing on 2 a day basis. 3) E has no rights of cancellation. 4) E must run roadshown pictures when available.	No Exclusion.	No Elimination	Same as Columbia	D reserves right to change title and alter story. E can reject substitution wherever schedule specifically mentions star, story or director.	Same as Columbia 1, 2.	E can do no advertising until completion of next prior run.	Same as Columbia 1, 2.	Same as Fox.	No provision.

Cite M-G-M's Star Policy

(*Continued from page* 8)

paid, but if the shipment was to another exhibitor, the cost of shipment was not to exceed what it would have cost to return the print to the exchange.

All distributors, with the exception of RKO-Pathe, provide that the shipment to the exchange shall be prepaid, but to another exhibitor, shall go forward charges collect. Pathe provides that the exhibitor shall prepay all charges, whether shipment is made back to the exchange or to another exhibitor, with no maximum charges as is provided in the 5-5-5 contract for the protection of the exhibitor.

Terms

Pictures Not Generally Released

The 5-5-5 contract definitely fixed the term of the contract at one year after the availability of the first picture, so that the exhibitor was contracting for one year's supply of photoplays on all of his contracts. Columbia, Fox, Metro, Paramount and Universal have all incorporated this provision into their contracts. RKO-Pathe and Warner-First National's period is 18 months after the availability of the first photoplay. RKO's period is set from September 1, 1931, to August 31, 1932, which has considerable merit because of its definiteness. United Artists' period is "One year from August 31st, following the acceptance." Exhibitors should watch this provision very carefully, for if the contract is signed immediately after August 31, it actually becomes a two-year contract, and the exhibitor must accept any of the photoplays contracted for if delivered to him within that two-year period.

If some of the photoplays contracted for were not generally released within the term of the contract, the 5-5-5 contract provided that, if the exhibitor desired the undelivered picture, it was compulsory for him to notify the distributor in writing within thirty days after the expiration of the contract, that he wanted the photoplays not then generally released, and if so notified the distributor would have to deliver these photoplays, if they were released within a period of two years. This provision was inserted for the benefit of the exhibitor, so that the distributor could not hold a "hit picture" over until after the term had expired in order to sell it on next year's contract.

Pathe, RKO and Universal have included this provision in their contracts, but Pathe and Universal provide that the notice must be sent before September 30, 1932, even though the term in Pathe contract is 18 months. As RKO's contract is from September 1, 1931, to August 31, 1932, the notice must be sent by the exhibitor before September 30, 1932, in both Pathe, Universal and RKO contracts. Fox requires that the notice be sent by September 13, 1932, and the distributor is obligated to deliver only the photoplays released within one year. Metro provides that pictures released before August 31, 1933, must be delivered and accepted by the exhibitor. This actually makes it a two-year contract in so far as delivery of photoplays contracted for is concerned, but as Metro reserves to itself the right to make "extra" pictures and other rights to be discussed later, the exhibitor may and may not get the pictures contracted for—he *must* perform if the distributor *elects* to perform.

Paramount and United Artists make no provision for pictures not generally released, and therefore the exhibitor has no claim to any photoplays that may be generally released immediately after the term of this contract has expired. Columbia provides that pictures not generally released by August 31, 1932, are automatically cancelled, and Warner-First National has a similar provision, but the date is September 15, 1932.

Protection and Runs

The 5-5-5 contract provided that, where a contract gave a theatre a period of protection, it was to start from the last day of the exhibition of the photoplay, and all distributor contracts include this provision. The 5-5-5 contract also provided that if a contract gave a theatre protection over other theatres, and a new theatre was built in that zone, and the obvious intent was that protection was to include this new theatre, even if it was not mentioned, then protection would prevail against the new theatre. Every distributor, with the exception of Warner-First National, has incorporated this provision into their contracts.

The 5-5-5 contract provided that the exhibitor could stipulate in his schedule that the playing of a photoplay by a prior run was a condition of the exhibition of the photoplay, in order that the subsequent run exhibitor would get the benefit of the publicity given the picture on the prior run. This was a new provision under the 5-5-5 contract, which had not previously appeared in any other contract. All the dis-

(*Continued on page* 12)

10 Firm Pacts Analyzed

Washington—The Yamins-Littlefield article deals only with contracts for feature pictures now being used by Columbia, Fox, M-G-M, Paramount, RKO Pathe, RKO, United Artists, Universal, First National and Warners. To explain the analysis, the chart which appears above was drawn up to include the essential provisions of each contract, the authors assert.

"The provisions in any one contract may be ascertained by reading across the chart, and by reading up and down the chart, one can easily ascertain how each distributor treats any one provision and how that provision or clause was treated in the 5-5-5 contract," it is pointed out. "This chart, while it is as comprehensive as space and time would permit, contains the provisions in abbreviated language and the exact language can be secured by referring to the provision in the contract."

Daily Pay-off On P.C. Runs

"AN AMERICAN TRAGEDY" is S. R. O. Sensation!



Based on DREISER'S great romantic novel. JOSEF VON STERNBERG'S production. With Phillips Holmes, Sylvia Sidney and Frances Dee.

- **NEW YORK.** Sell-out every performance at Criterion at $2 admission. Record advance sale.

- **LOS ANGELES.** Biggest opening in history of United Artists Theatre. Even balcony could be sold three times over.

- **CHICAGO.** Most sensational business in history of United Artists Theatre. Extra shows to accommodate S. R. O. mobs.

- **DETROIT.** Largest business since United Artists Theatre was built. No let-up since opening.

- **DENVER.** Mobs storm Paramount Theatre and receipts touch new high for past two years!

Leader

PARAMOUNT



This is the type of advertising helping "AN AMERICAN TRAGEDY" to record grosses!

Term Pacts "By and For Distributors"

(*Continued from page 9*)

tributors with the exception of Universal expressly stipulate that the distributor has the option to deliver a run prior to the run contracted for. In other words, the exhibitor buys a second run, depending on the exploitation given the photoplay on the first run, and if the distributor is unable to secure a first run, or if the first run refuses to play the picture for any reason, the second run exhibitor must either pay for or play that photoplay if desired by the distributor. Metro has a provision which does not appear in any other distributor's contract, which limits the distributor's liability for violating protection to the rental of the photoplay. Universal also has a provision not appearing in any other contract, to the effect that if a photoplay is not dated, protection is forfeited after forty-five days. Fox also has a unique provision, which is entirely new in the industry, to the effect that *"there is no protection on any photoplay exhibited on any double feature program."*

The 5-5-5 contract also had a new provision to the effect that if protection was granted to several theatres of a class and protection was waived as to one of the theatres, protection was waived as to all in that class. This provision was inserted to prevent chain organizations having first and subsequent runs, from waiving the protection for the benefit of their own subsequent runs, and making other theatres of the same class wait until the period of protection had actually expired. This provision was dropped by all distributors from their contracts.

CLAUSES GRANTED EXHIBITOR IN 5-5-5 CONTRACT	Specifies whether E. can run film or disc sound, or both.	Distributor warranty that first or prior run will play pictures.	Voluntary Arbitration on contract breaches.	Exhibitor guarantees effective license on sound (not necessarily A.S. of C.A.D.)	Distributor warranty to furnish print in suitable condition.	Exhibitor agrees to pay daily on % pictures only if demanded.	Distributor can audit E. books only on entries pertaining to contract.	Distributor may audit within 4 months.	On partly played % engagement D.'s figures on 65% last day's gross.	Waiver of protection to one theater is waiver to all similar theaters.	Distributor warrants delivery in time for inspection run-off.	Pictures available not later than 120 days after general release.	Subsequent runs may advertise 15 days before exhibition.	Cancel all pictures while theater unavoidably closed.	E. may purchase advt. anywhere; no resale of D.'s accessories only.	Eliminate 5% pictures without charge.
COLUMBIA	No	No	No	No	Yes	No	No	60 Days	75%	No	No	No	No	No	No	10%Elim. Pay 50%
FOX	No	No	No	No	Yes	No	No	60 Days	75%	No	No	No	No	No	No	10%Elim. Pay 50%
METRO	No	No	No	No	No	No	No	Time Unlimited	75%	No	No	No	No	No	No	No
PARAMOUNT	No	No	No	No	No	No	No	Yes	75%	No	No	No	No	If "Act of God"	No	No
R K O PATHE	No	No	No	No	Yes	No	No	One Year	75%	No	No	No	No	No	No	No
R K O	Yes	No	No	No	Yes	No	No	60 Days	75%	No	No	No	No	No	No	No
UNITED ARTISTS	No	No	No	No	Yes	No	No	One Year	75%	No	No	No	No	No	Yes	No
UNIVERSAL	No	No	No	No	Yes	No	No	60 Days	75%	No	No	No	No	No	No	No
WARNER AND FIRST NATIONAL	No	No	No	No	No	Yes	No	Time Unlimited	75%	No	No	No	No	No	No	No

Recapitulation: 10—Yes; 3—Yes—qualified; 4—60 day examination—17—Clauses in agreement; 11.8% Acceptance of 5-5-5 clauses granted to exhibitors. | 114—No; 9—75% instead of 65%; 4—Over 4 months examination—127—Clauses contrary; 88.2% Rejection of 5-5-5 clauses granted to exhibitors

Payments

During the 5-5-5 conference the distributors insisted on an increase in the number of days between payment and the date of shipping from three to four days, in order to give time for the exhibitors' checks to clear, and at their request this change was incorporated into the contract. Columbia, Fox, Metro, Paramount, RKO and Universal have all gone back to the three-day basis. Warner-First National requires payment five days in advance of shipment and Pathe and United Artists seven days. Universal has also incorporated a special provision giving the distributor the right to hold up shipment of a picture although paid for, for any claim under the contract in question. Metro also incorporated this special clause, giving them the right to ship a picture C. O. D., and to include any prior claim under this or any other contract. Under this provision Metro has the right to ship a feature C. O. D. even though all pictures have previously been played according to release and paid for, and can include in the C. O. D. any claim they may have because the exhibitor failed to perform another contract Metro may have for shorts, etc.

Payment of Percentage Engagements

The 5-5-5 contract provided, when a picture was playing on a percentage basis, payment of the distributor's share, which was due daily, was to be made daily only on demand of the distributor, so that the exhibitor, unless a demand was made on him for daily payments, could send a check to the distributor at the end of the engagement. Only Warners, of all the distributors, retain this feature, and in all other cases payment must be made daily, otherwise the exhibitor is in default.

If the exhibitor fails to play a picture that he had agreed to exhibit on a percentage basis, it was provided under the 5-5-5 contract that the measure of damages was based on the business at that theatre for a period of thirty days before the picture should have been played. All distributors have incorporated this clause into their contracts.

In the event the exhibitor pulls a percentage picture before the end of the agreed run, it was provided in the 5-5-5 contract that the distributor's share would be on the basis of 65 per cent of the receipts the last day the picture was exhibited, instead of 75 per cent, which was the provision in all contracts prior to the 5-5-5 contract. All the distributors have gone back to the 75 per cent basis instead of the 65 per cent provided by the 5-5-5 contract.

The 5-5-5 contract provided that any person employed as a checker in the theatres must not be a local resident, unless he was a regular employee of the distributor. Columbia, Fox, RKO, United Artists, and Universal follow the 5-5-5 contract in this regard. The 5-5-5 contract sought to protect the private business of the exhibitor by restricting the examination to be made by the checker or accountant to the actual entries relating to the receipts of that photoplay, and the period of examination was limited to four months. Columbia, Fox, RKO, and Universal permit the examination of all books without restriction for a period of sixty days. Paramount permits the examination of all books for a period of four months, Pathe and United Artists for twelve months, and Metro and Warner-First National permit the examination of all books at any time. In addition to these provisions some distributors have special provisions which did not appear at all under the 5-5-5 contract. Columbia requires the exhibitor to keep the distributor's share separate, so if he banks the receipts, as he must do in order to send a check to the distributor, it becomes necessary for him to open a special account for the benefit of Columbia. Metro, in addition to a daily statement, requires a recapitulated statement at the end of the run, so that an exhibitor is compelled to maintain a bookkeeping department to total for Metro's benefit the various number of admissions during the entire run at the various admission prices. This is also required by Warner-First National. Metro also has a clause requiring the exhibitor to account to the distributor and pay for all passes, except those issued to newspapers and for advertising, so that when an exhibitor issues a pass to any city official and this pass is used during a percentage engagement, the exhibitor must pay the distributor, as if the city official had actually paid admission to the theatre.

Acceptance of Application

The 5-5-5 contract included the usual provisions, previously appearing in all prior contracts with reference to the matter of acceptance of applications, providing first, the application must be accepted by a duly authorized agent of the distributor; second, no money paid at the time of the signing of the application will be considered as an acceptance; third, the application be considered null and void if not accepted within a specific number of days, depending upon the distance of the exhibitor from New York; and fourth, and most important of all then existing provisions, all applications similarly dated had to be accepted or rejected as a unit. Columbia, Metro, RKO, Universal and Warner have all followed the 5-5-5 contract in this regard. Fox has included only the first two provisions, and as it probably would be held that it is customary in the industry for distributors to accept within the universally known time limit for acceptances, the only difference from the 5-5-5 contract is the clause restricting the treatment of similarly dated applications as a unit so that Fox may accept one application and reject another, even though the exhibitor may have intended them all to go as a unit. Paramount and Pathe also have no provision requiring them to treat similarly dated applications as a unit, and United Artists specifically provides that they may accept any one or more of similarly dated applications. United Artists has in addition a special provision to the effect that a breach of one contract is a breach of all, and this appears rather strange in view of the fact that United Artists claims its contracts are with different producers which require the use of an individual contract system.

Admission Prices

The 5-5-5 contract carried the usual minimum price of admission of 10 cents for children or adults. All distributors, with the exception of Fox, carry the 10 cent minimum admission. Fox requires a minimum admission of 15 cents, and inasmuch as an exhibitor cannot change his admission prices from day to day, it follows that any exhibitor using Fox pictures must maintain a minimum admission price of 15 cents, and therefore Fox will receive the credit (?) for increasing the cost of entertainment to all children in the entire United States. In addition many distributors have a schedule of admission prices which the exhibitor must maintain during the life of the contract. This appears on all contracts with the exception of United Artists, so that, if an exhibitor permits the distributor salesman to fill in the admission prices on this schedule, the exhibitor is left in a position where he cannot alter his admission prices, regardless of the change in conditions. The exhibitor therefore should be extremely careful not to permit the salesman to fill out this schedule, or, if he does permit it to be filled out, he should state an admission price that he is positive he will be able to maintain throughout the year.

Selection of Play Dates

The 5-5-5 contract provided the distributor should give the exhibitor at least fifteen days notice when the picture would be available to him. The exhibitor was obligated, within fourteen days after the mailing of the notice, to select play dates to be within thirty days from the availability date. This notice was not to be sent by the distributor before the print was in the Exchange and available for booking. Up to this point the provision was exactly as in the 1928 Standard contract. In order that subsequent runs would not be held up due to the first run's failure to select dates, the distributor was not compelled to assign dates, but it was provided that the first run exhibitor lost protection 120 days after the general release date. All distributors have included in their contracts the provision re mailing availability notices, as in the 5-5-5 contract. Only Metro, Pathe, and Universal provide that this notice is to be sent after the print is in the exchange. In the event the exhibitor fails to select play dates it is provided in the contracts of Columbia, Fox, Pathe and United Artists that the distributor may designate play dates. Metro and Paramount contracts provide that if the exhibitor fails to designate play dates the distributor may designate them in the case of first runs and shall designate them in the case of subsequent runs. RKO provides that if the exhibitor fails to select play dates the money becomes due and protection is lost.

There is an entirely new provision appearing in the contracts of Columbia, Fox and Warner-First National to the effect that, if a prior run changes its dates after the subsequent runs have selected dates, the subsequent runs will have to change their dates to conform to the protection period granted the first run.

Dating in Order of Release

The 5-5-5 contract provides that an exhibitor must play photoplays in order of their general release, but in order to give the exhibitor a little leeway it was provided he could play a picture out of order provided he dated and played the prior releases within a period of thirty days. This provision was something new, and was inserted in the 5-5-5 contract. All distributors provide in their contracts that the exhibitor must play in the order of release, with absolutely no leeway.

Midnight Shows

No mention was made of midnight shows in the 5-5-5 contract because at that time this practice had not appeared in the industry. Fox has followed the 5-5-5 contract, and therefore there is no restriction about playing their photoplays at midnight performances. Columbia, Paramount, Pathe, RKO, United Artists, Universal and Warner-First National provide that there must be no exhibition before 6 a.m. on the first day of showing, and Metro provides there must be no exhibition between midnight and 6 a.m. during the run. Therefore, under Metro's contract, midnight shows are impossible at any time, and under all other contracts they are prohibited only on the first day.

Option to Exclude Pictures

The 5-5-5 contract gave the exhibitor the right to exclude without payment 5 per cent of the pictures purchased under a contract of twenty or more, provided the average price of the photoplays purchased did not exceed $250 either flat rental or percentage. Under Columbia and Fox contracts the exhibitor has the right to exclude 10 per cent of the pictures by paying 50 per cent rental, provided the exhibitor purchased all pictures offered him. This was a provision from the previous standard contract in use before the 5-5-5 was drafted. All other distributors give the exhibitor absolutely no right to exclude any photoplay. The exhibitor should be careful in seeing that the schedule referring to the number of pictures offered and the number purchased is filled out in order that he may not lose his right to exclude. Warner-First National contract has a schedule indicating the number of pictures offered and contracted for, but this is merely a surplusage, as the only reason for the inclusion of this schedule was to take care of cases where the exhibitor is given the right of exclusion by paying one half, and Warner-First National give no right of exclusion.

Racial and Religious Exclusion

Under the 5-5-5 contract the distributor had the right to exclude a picture if in his opinion to show it in the exhibitor's city would be objectionable on racial and religious grounds, and this picture so excluded could not be shown in any other theatre in that city. If the exhibitor thought that the exhibition of a photoplay would be objectionable on racial or religious grounds, he had the right to have the matter referred to arbitration for a decision, and if they decided it was objectionable the exhibitor need not show this picture. Columbia and Metro follow the 5-5-5 contract. Pathe and RKO give the distributor the right to exclude pictures on racial and religious grounds and Fox only gives the exhibitor the right to exclude after the matter has been passed upon by arbitrators. Neither party has the right to exclude under the contracts of Paramount, United Artists, Universal and Warner-First National.

(To be concluded in Thursday's issue of MOTION PICTURE DAILY*)*

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 69 NEW YORK, THURSDAY, AUGUST 20, 1931 TEN CENTS

MPTOA, Allied Join in MGM Protest Campaign

Non-Partisan

Protest meeting to be held September 1 in New York on M-G-M sales policies and other matters will be a non-partisan affair, the committee in charge promises. The eastern Pennsylvania, southern New Jersey and Delaware unit which is sponsoring the event is unaffiliated with any other group.

Members of the M. P. T. O. A. and Allied States Association have been invited as well as any other independents who care to attend. George P. Aarons, secretary of the Philadelphia zone unit, is in charge of reservations.

21 Exhibitor Bodies to Send Delegates to Sept. 1 Meeting

Both the M. P. T. O. A. and Allied States Association will join hands to support the Metro National Protest Meeting to be held September 1 at the Hotel Astor, New York, states the committee in charge of the event.

The proposed meeting is being sponsored by the eastern Pennsylvania, southern New Jersey and Delaware exhibitor unit to protest against the sales policies of M-G-M. The organization says 21 exhibitor units have agreed to send representatives to the gathering.

Abram F. Myers, president of Allied States Association, has promised to attend the meeting and M. A. Lightman, M. P. T. O. A. chief, has pledged "unqualified support," promising to be there in person or see that his group is represented, the committee asserts.

Philadelphia zone unit is concerned

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Zero Hour in Chicago War Due Friday

Indies to Reopen with Imported Operators

CHICAGO—With 120 operators from New York on hand to run machines when Chicago's 107 dark independent theatres reopen tomorrow and the local operators' union determined to resist "the invasion," events are moving rapidly today toward the climax in Chicago's two-men-in-the-booth controversy.

The New York operators were being brought here by planes in groups yesterday and last night were scheduled to be quartered in Loop hotels under police guard.

"We must reopen and will not negotiate with the local labor union except on the basis of one operator for

(*Continued on page 2*)

One Man Policy Adopted at Pueblo

PUEBLO, Colo. — The projection staffs at the Palm, Pueblo and Rialto Theatres here have been reduced from four to two men, one man only on each shift.

B. & K. Demands Protection in Chi

CHICAGO—Publix-Balaban & Katz is making demands for increased protection over competitive subsequent runs in all Chicago situations in their negotiations for new product, it is reported. The demands are said to be based on the maintenance of a year-round high admission scale and such incidental factors as lengthier engagements and increased advertising and exploitation activities.

The real reason for the protection demands, others state, is to offset concessions obtained during the past year

(*Continued on page 2*)

"Dynamite Jack"

London — "Onlooker," chatter writer in *Today's Cinema* has a new name for Jack Warner. It's "Dynamite Jack" because, opines the writer this "seems to be the only title that fits him."

The same publication states Warner proposes to make two trips abroad every year from now on.

Sees Strong Nat'l Exhib Unit Needed to Force 5-5-5 Pact

Kent Won't Comment

S. R. Kent, chairman of the distributors' quintette of the 5-5-5 deliberations won't comment on charge made by Nathan Yamins and Walter Littlefield that distributors are walking out on the agreement that came out of the uniform contract deliberations.

"The matter is too controversial and continued comment in print can only cloud the issue," he told *Motion Picture Daily* yesterday.

WASHINGTON—United action by exhibitors in a strong national organization is called for to assure for exhibitors a standard contract such as drafted by the 5-5-5 conference, either through "amicable acceptance of all its framers or through the more militant action of an aroused exhibitor body directed toward the proper Federal action in Washington."

This suggested plan of procedure is contained in conclusion of the analysis of existing contracts by Nathan Yamins and Walter Littlefield contained in current issue of the *Allied Exhibitor,* house organ of Allied States Association.

The probabilities of the future, Ya-

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Joe Plunkett Sees Vaudeville Return

Vaudefilm policy is what the public wants today, in the opinion of Joseph Plunkett, general manager of RKO, who is completing plans for return of vaudeville to a number of straight picture houses of the circuit.

This swing toward the combination

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Asks Trade to Honor George Washington

M. E. Comerford, a director of the M.P.T.O.A., proposes that next convention of the M.P.T.O.A. should be a get-together of all divisions in the industry commemorative of the two hundredth anniversary of George

(*Continued on page 2*)

Toledo Theatres Hit By Bank Closings

TOLEDO—Theatres here have experienced considerable reaction from closing of four local banks, due to depositors' initial shock over the suspension. Total abstinence or serious or prolonged decrease of attendance at picture houses is not anticipated.

So far it is unable to ascertain if

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

F.N.-Pathe (U.K.) to Split Up in October

LONDON—First National-Pathe dissolves in October at which time First National will begin distribution of that brand of pictures while the Warner output continues to go through Warner exchanges. Pathe, including the

(*Continued on page 2*)

"U" Product Over Entire RKO Chain

Universal's third major deal of the new season was consummated yesterday. This contract provides for the showing over the entire circuit of RKO houses throughout the United States, of all of Universal's 1931-32 productions. In point of rentals, it will run far in excess of the monetary consideration of last year's contract

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

"Bad Girl" Showing At Roxy Continues

While Fox's action in showing "Bad Girl" at the Roxy prior to September 1 was a technical violation of its contract with Bad Girl, Inc., no substantial damage has been sustained by the plaintiff, Supreme Court Justice Shientag ruled in denying an injunction to halt the showing. The film will be held over for a second week.

Bad Girl Good

"Bad Girl" grossed $14,000 at the Roxy on Tuesday. Weather, hot, and depression talk still bulling the market.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 20, 1931 No. 69

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

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London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

"U" Product Over Entire RKO Chain

(*Continued from page* 1)

between RKO and Universal, which was estimated at the time at $3,000,000, but ran slightly in excess of that, it is said. This RKO contract links up with the Warner Theatre deal and with the Publix Canadian Theatres contract, previously announced.

Already two of the new season's pictures have been set and dated by RKO officials. These two are "Waterloo Bridge," dated for Labor Day week, and "East of Borneo," set in two weeks later. The effect of the Labor Day booking will be a day and date showing of "Waterloo Bridge" in first-run theatres of principal cities of the United States. Already arrangements have been made for the playing of "Waterloo Bridge" day and date in 98 first-run houses, Universal says.

"BUY RIGHT—BUT BUY NOW"

Joe Plunkett Sees Vaudeville Return

(*Continued from page* 1)

policy in Plunkett's opinion is simply because "we have had so much of talking pictures and mechanical performances that a show on the stage is a relief."

RKO believes that the recent sensational boom of business at the Palace is a national barometer of vaudeville popularity.

"BUY RIGHT—BUT BUY NOW"

Toledo Theatres Hit By Bank Closings

(*Continued from page* 1)

any exhibitors were depositors of the closed banks. Meanwhile, remaining banks have increased their cash on hand to inspire confidence, opening early and assuring depositors their money could be withdrawn if wanted. This had a reassuring effect.

Zero Hour in Chicago War Due Friday

(*Continued from page* 1)

each theatre instead of two," was the statement of Theodore Levin, counsel for the independents.

"We will oppose any attempt to bring outside operators into Chicago," declared Tom Maloy, local union boss who is under indictment for alleged racketeering.

The New York operators brought here by plane yesterday after a meeting of independents had voted for reopening of the theatres, are members of the recently formed Brotherhood of Motion Picture Employees of North America.

"These Chicago guys aren't so tough," asserted Al Lamar, arriving with the first group. "No, I don't think we'll have much trouble." Maloy declared there is but "one duly accredited union in each city. In Chicago it is ours. We shall, of course, oppose any attempt to bring strikebreakers into Chicago."

In a letter to State's Attorney Swanson, Aaron Saperstein, head of the Allied unit, asked for police protection. His letter said that the "attempt of Operators' Local 110, through its officials, to arrogate unto itself the right to dictate the number of persons to be employed by independents, if successful, would destroy a basic principle of economic enterprise."

Brotherhood Now Operates in Brooklyn

The Brotherhood of Motion Picture Employees of North America, Inc., Local No. 2, recently was organized and now is operating in Brooklyn. The latest operators' unit plans to expand to other boroughs in New York shortly. Officers of the organization are: C. E. Talley, president; R. W. Warner, secretary; H. P. Carter, business manager.

Joe Maloy Suspended

CHICAGO—Joe Maloy, who passed on operator licenses for the city, has been suspended pending his trial on indictments linking him with alleged racketeering of the union.

B. & K. Demands Protection in Chi

(*Continued from page* 1)

by Chicago buying circuits, several of which have managed to obtain for their member theatres advanced playing classifications which threaten many Balaban & Katz situations with increased competition. The buying power of the one-year-old Chicago booking groups has attained such proportions that concessions for member theatres are not particularly difficult to obtain. In many situations locally, protection and not price is the concession in which the exhibitor member of the buying circuit is interested, and in the hope of obtaining which he aligned himself with the buying circuit.

Exchanges are hesitating to meet B. & K.'s demands for increased protection, due to the fact that the buying circuits have come to be a power in the subsequent run situation, and exchanges cannot afford to affront them by retarding member theatres or advancing competitive theatres.

The situation is conceded to be a ticklish one with the exchange, as usual, in the center of a crossfire.

"BUY RIGHT—BUT BUY NOW"

F.N.-Pathe (U.K.) to Split Up in October

(*Continued from page* 1)

newsreel and shorts, goes to John Maxwell.

This is the deal which has kept H. A. Bandy, Warner-First National foreign manager, in England for so many weeks.

Sam E. Morris' proposed English visit in the fall is in connection with the break-up of First National-Pathe in England.

"BUY RIGHT—BUT BUY NOW"

Open Warner House

TORRINGTON, Conn.—The new Warner Theatre was opened last night with Governor Wilbur L. Cross, the mayor of Torrington and leaders of business and industry as guests of honor. The premier attraction was "The Star Witness." Albert Howson of the Warner home office was master of ceremonies.

"BUY RIGHT—BUT BUY NOW"

Renews Asther Pact

HOLLYWOOD—Nils Asther's contract has been renewed by M-G-M.

MPTOA, Allied Join in MGM Protest Meet

(*Continued from page* 1)

chiefly over M-G-M's reputed percentage demands of 25, 30 and 35 per cent. They feel if the firm is successful this year, other firms will demand the same terms next season. Twenty-five per cent and score charge is the maximum independents can pay, they assert. They concede superior quality of some M-G-M pictures last year, but assert the present conditions do not justify increased rentals.

Fireworks are promised at the session with an attack on the score charge, practices of various companies, including Fox, the multiplicity of contract forms and "a bombshell to be exploded which may be felt in Hollywood." Attempt will be made to enlist public support in the movement, it is asserted.

"BUY RIGHT—BUT BUY NOW"

Warners Launch New Local Stage Policy

With the elimination of the Publix units in the Warner ace theatres, the Stanley, Jersey City; Mastbaum, Philadelphia; and the Stanley, Pittsburgh, these theatres will go into a local unit stage policy the last week in August, according to Dan Michalove, general manager of the Warner chain.

The local unit stage policy sets aside the rumor that Warners were to initiate a stage production department in New York City, in which case these units were supposed to have been sent intact to the Warner key houses. Instead of this policy, it is Michalove's belief that dissimilar tastes in entertainment in various localities make these intact units less attractive for big de luxe operation since they neither take local tastes into consideration nor give those responsible for successful theatre operation the opportunity to carry on and conceive ideas that give local "bigness" to the show on display.

In Jersey City, Philadelphia and Pittsburgh, therefore, Larry Conley, Al Kaye and Harry Marx, production managers for Warners, respectively, in each of these key cities, will build their own units to cater primarily and only to the entertainment desires of the local spots. Talent for these units are to be engaged through the Warner Artists Bureau, headed by Walter Meyers at the New York office.

"BUY RIGHT—BUT BUY NOW"

Asks Trade to Honor George Washington

(*Continued from page* 1)

Washington's birth. He said it should be held in February at a place where the greatest force of screen power can be mobilized to help in a financial, industrial and business readjustment.

"BUY RIGHT—BUT BUY NOW"

Franklin Coming East

Harold B. Franklin, who is rushing expansion of Hughes-Franklin Theatres in anticipation of a business revival in fall, is en route to New York.

Stocks Quiet; W. B. Sales 15,200

	High	Low	Close	Net Change	Sales
Eastman Kodak	142	141¾	141¾	—1	600
Fox Film "A"	13⅞	13⅜	13½	— ¼	3,700
General Theatre Equipment new	2⅝	2½	2½	— ⅛	1,300
Loew's, Inc.	48½	47⅝	47⅞	— ⅜	2,700
Paramount Publix	24½	24	24	.....	2,600
RKO	14¾	14⅜	14½	.....	3,300
Warner Bros.	8⅝	8¼	8⅜	+ ⅛	15,200
Warner Bros. pfd	21	21	21	.....	200

Educ'l Drops 7; Sales 20,000

	High	Low	Close	Net Change	Sales
Educational	32	30	30	—7	20,000
Fox Theatres "A"	2¼	2¼	2¼	.....	200
General Theatre Equipment pfd	4¼	4⅝	4⅝	+ ⅛	1,500
Trans Lux	5	4¾	5	+ ¼	1,200

Market Quiet; Para. Bonds Drop 1¼

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	26¼	25	25	—1	15
Loew's 6s '41 ex war	98¾	98¾	98¾	+ ¼	1
Paramount Broadway 5½s '51	103⅓	103	103½	+ ½	15
Paramount Publix 5½s, '50	78	77¾	77¾	—1¼	6
Pathe 7s '37 ww	92½	92	92	.....	2
Warner Bros. 6s '39 wd	56¼	55	55	+ ½	16

THERE'S ONLY ONE KIND OF "POLITICS" TO PLAY IN THIS INDUSTRY-

—and that's the one starring
Marie Dressler and Polly Moran!

LET'S play "Politics"
THE box-office kind—
LET'S attend to theatre business
AND leave the other kind of Politics to the Politicians!
MOST of the exhibitors we know are busy
BUYING pictures for next season,
RESERVING early playing time for them,
ARRANGING advertising and promotion campaigns.
M-G-M is busy making pictures—
THE kind of pictures we've made for seven solid years!
THE kind of pictures that have made friends
AND kept friends!

Are you all set for another
METRO-GOLDWYN-MAYER YEAR?
We are!

Urge Appeal to U. S. If Contract Denied

"Intervention Preferred to Extinction"

(*Continued from page* 1)

mins and Littlefield say, "lie along two widely divergent paths and the course of events must be determined by the exhibitors themselves." They may protest individually to salesmen and branch managers or collectively through Allied States Association to the Hays organization, leading distributors or to Congress "choosing whichever source promises the most rapid relief."

Following is the second and concluding installment of the contract analysis by Yamins and Littlefield:

Road Shows

The 5-5-5 contract provided that the distributor could road show and exclude from the contract in the territory where road showed, not over two photoplays, but required that the road show would be at an admission price of $1.00 at least for the majority of the orchestra seats at an evening performance. In the event that the distributor did road show and exclude from the contract this photoplay, the exhibitor had the right to cancel from the contract one photoplay for each photoplay so excluded. Columbia, Metro and RKO have followed the provisions of the 5-5-5 contract. Fox included the provision of the 5-5-5 contract and further provided that the distributor may elect to road show a photoplay and not exclude it from the contract, in which event the exhibitor must exhibit this picture when it becomes available to him after it has completed road showing anywhere in the United States. Under the Paramount contract, the distributor has the right to road show any and all pictures provided $1.00 admission is charged, and Paramount cannot exclude these pictures which are road showed, but the exhibitor must exhibit them when they become available to him after the completion of the road showing anywhere in the United States. Pathe may road show and exclude four pictures, and requires the road showing to be merely an advance in prices at one week, but the exhibitor has the right to cancel one picture for each picture so road showed and excluded. United Artists contract also has a road show clause, and as photoplays on their contract are bought on an individual basis, it follows that United Artists may road show and exclude any and all pictures providing they are shown at an advance in prices for one week. The distributor further reserves the right not to exclude these pictures, and the exhibitor must run these pictures when they become available to him, and under United Artists contract a road show at an advance in prices in any one city in the United States gives the distributor the right to exclude that photoplay from all contracts in the United States. The Universal contract provides the distributor may road show four pictures at $1 admission prices, and the exhibitor's run is postponed. If the road show is shown in three cities, Universal has the option to exclude this picture from the contract but may exclude not more than two pictures of the four road showed. For each picture Universal elects to exclude from the contract, the exhibitor has the right to exclude one photoplay. It must be clearly understood, however, that if Metro and Fox do not elect to exclude pictures road showed, the exhibitor must run the photoplay when it becomes available. Warner-First National contract gives the distributor the right to road show any and all pictures provided they are shown at an advance in price on a two-a-day basis. The distributor may not exclude them, but the exhibitor has no right to cancel, and must run the pictures road shown when available to him.

Reissues

Under the 5-5-5 contract the distributor warranted that no re-issues will be delivered unless specifically mentioned in the schedule. All distributors, with the exception of Paramount, have included this warranty in their contracts, and since the Paramount contract gives no list of photoplays in its contract, it is within the right of the distributor to deliver any number of re-issues.

Substitution of Stories, Stars, Etc.

Under the 5-5-5 contract an exhibitor need not accept a photoplay when a story, book, director or star or combination of stars was substituted. Columbia, Metro, Pathe, RKO and Universal provide the exhibitor need not accept a photoplay when a book, play, director or star has been substituted. United Artists does not require the exhibitor to accept the substitution of a director or star, but reserves the right to change any story, book or play. Under the Fox contract the distributor reserves the right to change the stars or director from the list scheduled, but the exhibitor need not accept the substitution of a story, if the story is scheduled. Under this contract, therefore, the exhibitor can claim only that stories scheduled be delivered to him, as the distributor is given a wide latitude as to changing stars and directors. The Paramount contract contains no provision with reference to substitutions, and inasmuch as they do not list any stars, stories or directors in their schedule, the exhibitor must accept any photoplay offered. Warner-First National reserve the right to change the title and alter the story, but the exhibitor can reject any picture where the schedule specified star, story or director.

Delay and Prevention

Under the 5-5-5 contract, if performance of either the distributor or exhibitor was unavoidably prevented, the license of such a photoplay was terminated if a reasonable written notice was given. The contracts of Columbia, Metro, Pathe, RKO, United Artists, Universal and Warner-First National provide if the exhibitor is delayed or prevented he is excused from performing, and the time of performance is extended, but if delayed for three months either party may cancel, and if the distributor is delayed or prevented from performing, the distributor is excused, and the exhibitor must accept any delayed picture when it becomes available. The contract of Fox is not so arbitrary—it provides, if a delay of three months is caused by either side, either party may cancel. At least three months as the time of performing is extended the distributor by Paramount, and the exhibitor's failure to perform is excusable only by an act of God or a public enemy, which practically means the exhibitor is never excused, whereas the distributor's delay or performance or prevention is excused for any reason.

Advertising by Exhibitors

Under the 5-5-5 contract the exhibitor had the right to advertise coming photoplays inside his theatre at any time, even before a prior run exhibition had been completed, and he was permitted to advertise in the papers even before the prior run if his opening date was within fifteen days of the closing date of the prior run. The contracts of Columbia, Fox, Metro, Paramount, RKO and Universal prohibit subsequent runs from any advertising whatsoever, either inside the theatre or outside, until the completion of the first run. Pathe and United Artists permit advertising inside the theatre at any time, and newspaper or outside advertising only after the completion of the next prior run. Warner-First National prohibit any advertising whatsoever until the completion of the prior run.

Accessories

Under the 5-5-5 contract the exhibitor agreed not to sell or lease any accessories that he might buy from the distributor. The contracts of Columbia, Fox, Metro, Paramount, RKO, Universal, Warner-First National require the exhibitor to buy all accessories from the distributor, and the exhibitor agrees not to sell, loan or give away the accessories purchased from the distributor. Pathe, in addition to requiring all the accessories to be bought from the distributor, will not permit the selling, loan, or gift of any of them, and requires the exhibitor to pay for all advertising two weeks before play date, and further requires the exhibitor to return all accessories on demand. United Artists contract requires the exhibitor not only to refrain from selling, loaning or giving away the accessories, but also requires him to destroy all accessories immediately after the closing performance.

Warranty No Paid Advertising

The distributor warranted under the 5-5-5 contract that the photoplays contained no advertising for which compensation had been received. This provision is included in Fox, Metro, United Artists, Universal and Warner-First National contracts. No similar provision is included in Columbia, Paramount, Pathe, RKO, so these distributors are not precluded from showing paid advertisements in their feature photoplays on exhibitors' screens. In addition to the above 20 clauses there are several clauses in all contracts that are substantially alike, and do not differ from similar clauses in the 5-5-5 contract. These include the provisions concerning Liquidated Damages, Loss and Damage to Prints, Taxes, Assignment in Case of Sale, and Waiver of Breach. All contracts have included a provision that if zoning and protection is set up the protection granted in the contract is to be changed to conform to the zoning and protection as set up.

In one particular instance all contracts differ essentially from the 5-5-5 contract, and that is the absence of any provisions for voluntary arbitration. As the contracts now read, there is absolutely no arbitration in the industry except where the exhibitor desires to exclude because of racial or religious grounds, and all disputes must be left for courts to decide. Thus the real bone of contention that the distributors wanted in contracts so badly has been entirely abandoned by them. It should be noted that Fox had a provision for voluntary arbitration in a contract form printed in June, but it does not appear in a later form.

All contracts give the distributor the right to record on disc or film and only RKO and Universal provide a place where the exhibitor may designate the type of sound equipment he has. It is necessary for every exhibitor to protect himself by writing in a clause in which he states whether he has disc or film equipment and providing that he shall not be required to accept a print recorded in a manner that he is not equipped to reproduce.

There are several new clauses appearing in some of the contracts, and these will be noted here briefly.

Columbia has a consolidation clause to the effect that a breach of any contract gives the distributor all rights under his contracts. Under this provision, the distributor could hold up features if there was any default in the contract for shorts. Columbia has also a provision that in the event of any lawsuit the exhibitor shall pay the distributor counsel fees which are arbitrarily fixed at 10 per cent of the amount awarded. RKO-Pathe also has a consolidated clause which ties together all contracts signed in the same releasing year.

RKO has a consolidation clause, a classification clause permitting the distributor to designate not more than two pictures to be played on percentage, and is also permitted to change the classification of rental pictures. This classification clause appears also in the contracts of Columbia, Metro, Warner-First National and Universal. This is an innovation in contracts and should be watched very carefully by all exhibitors, for it is possible under this clause for the distributor to allocate high rentals on photoplays he probably will not make, then interchange these for pictures sold at a low figure that turn out to be good. It is also possible for the distributor to juggle the prices to his advantage when he decides to hold over the releasing date of a picture beyond the releasing year, which the exhibitor under some contracts will never get unless he buys it again.

Metro has a new provision never heard of before this year, giving the distributor the right to make three additional pictures of any star already sold, and if made are not included in the contract. This gives the distributor the right to designate any hit as a special and an inferior picture of the same star at any later date.

Conclusion

In the introduction to this article the history of the 5-5-5 conference was briefly reviewed, together with the events of the recent past which led up to the 1931-32 contracts. In the body of the article, and in the accompanying chart, the present conditions as revealed by the contents of the current contracts have been carefully analyzed and now in natural sequence the article may be concluded with a brief consideration of what the future may hold in store for the individual independent exhibitor.

The probabilities of this future lie along one or two widely divergent paths and the course of events must be determined by the exhibitors themselves. Individually they may protest long and loudly to widely scattered salesmen and branch managers, or collectively, through the Allied States Association, under Commissioner Myers, they may speak directly to the leading distributors, to the Hays organization or to Congress in Washington, choosing whichever source promises the most rapid relief.

A future guided by individual scattered and necessarily spasmodic complaints, could very easily result in the distributors, gradually or swiftly, for they would be virtually, unchecked, working towards the unanimous adoption of a contract embodying the most onerous clauses now existing. Imagine for a moment a contract reading somewhat as follows: (a) Exhibitor's equipment must satisfy the distributor and he must have an American Society of composers', authors' and publishers' license; (b) distributor will make no guarantee as to condition of print (Paramount and Warners); (c) term set by distributor, and exhibitor loses all rights to any picture distributor does not care to release therein (Columbia, Paramount, United Artists and Warner); (d) distributor will not guarantee any first or prior run showings (Columbia et al.), will grant no protection to theatres showing double feature programs (Fox), except to large chains, who on national buys make their own contracts; (e) payment must be made seven days before shipment (RKO Pathe and United Artists) and may attach extraneous C. O. D.'s to prepaid shipments (Metro); (f) distributors may use any one (employees of their affiliated theatre chains, for example) to check your theatres or to audit your books at any time (Metro et al.); (g) distributor may road show and exclude any picture, or exclude any picture by calling it an "extra" picture (Metro); (h) exhibitor must take every picture offered (Paramount et al.), can eliminate nothing even though racially or religiously objectionable to his audience (Paramount, Universal, United Artists, Warner), and must even accept reissues (Paramount).

Further provisions if such a not-at-all imaginary contract could be chosen without limit from the accompanying chart of existing clauses, but the foregoing should suffice to convince the most skeptical exhibitor of the possibilities lying in store for the individual independent exhibitor and demonstrate the absolute necessity of united action if he wishes to receive anything more than beggars' crumbs for his future film rentals.

Distributors will undoubtedly protest that no such one-sided contract would ever be contemplated by any of them, but the points to be emphasized are: first, that almost all of the above clauses have already been adopted by one or more companies; and secondly, that at present there is nothing actually to prevent any of them from adopting just such a contract.

A future guided, however, by a strongly organized, cheerfully supported and intelligently led national organization can produce the uniform contract with its clear, short form as adopted by the 5-5-5 conference; this contract can be brought into existence either through the amicable acceptance of all of its framers or through the more militant action of an aroused exhibitor body directed toward the proper Federal action in Washington.

Unquestionably, no exhibitor is personally desirous of Federal intervention in the motion picture industry, but there is little question that he would choose if confronted with the option of Federal intervention, or swift extinction by means of unfair, inequitable, and oppressive contracts.

Future Held Up to Exhib Unity Stand

"BUY RIGHT—BUT BUY NOW"

Coplan Heads Board

MONTREAL—Dave Coplan, Montreal manager of Columbia, has been elected president of the Montreal Film Board of Trade. Coplan, though young, has a well-rounded experience in the trade, having formerly been an exhibitor in Ottawa.

"BUY RIGHT—BUT BUY NOW"

After Emelka

PARIS—Pathe-Natan, France's biggest picture company, is readying itself for expansion and is about to close for Emelka, German company.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 70 NEW YORK, FRIDAY, AUGUST 21, 1931 TEN CENTS

New Contract Adopted

Chi Digging In; Deadline Due Tonight

Operators Will Seek Writ Against Exhibs

CHICAGO—With both sides digging in as the zero hour tonight approaches, new factors today will enter into the fight of independent theatre owners and the local operator union.

The exhibitors, with 100 New York operators, members of the Brotherhood of Motion Picture Employes of North America, on hand,

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

FWC Orders Drastic Cut in Ad Costs

Theatre advertising costs must be cut to a maximum of 7½ per cent of the gross of the circuit immediately by managers of Fox West Coast Theatres, according to an ultimatum in the circuit's organ, *The Last Word*. Under the heading, "Another Cut!", the article points out that as a result of drastic pruning the circuit as a whole is spending 10.8 per cent of its gross for advertising, and the managers are to be held responsible in bringing this down to 7½ per cent.

"To accomplish this no one rule

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Dreyfus Ends Warner Music Unit Contract

Max Dreyfus, one of the most prominent figures in the music field who went over to Warners when Harms, Inc., was acquired, rounded out his two year contract on August 15 and is no longer a member of the Warner personnel. As against five year contracts which heads and ex-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Settling Details on Allied Newsreel

Final details are being whipped into shape for the first issue of the Allied newsreel, which will make its bow a week from today, states Captain George McL. Baynes of Kinograms, producer of the reel. Releasing arrangements are virtually complete, he says.

How They View It



"I believe that adoption of the 5-5-5 contract will be advantageous to both sides. It seems to me the contract must prove to be more acceptable in that it emphasizes uniformity in practice. And uniformity in this and any other industry is to be desired.

"Use of the contract should result in averting confusion in future deliberations between the exhibitor and the exchange."—Sidney R. Kent



"In my judgment, any step in the direction of standardized fairness will meet with the approval of the theatre owner and prove beneficial to the distributor as well by restoring greater certainty in the trade and by simplifying and expediting sales.

"I hope, however, the understanding reached at the 5-5-5 conferences in Atlantic City will be carried out as then developed as a measure to revive confidence between buyer and seller."—Abram F. Myers

Distributors O. K. Agreement Already Approved by M. P. T. O. A. and Allied

This is how Sidney R. Kent, spokesman for all distributors yesterday announced acceptance of the uniform contract:

"The adoption of the 5-5-5 contract as an alternative contract was approved in principle today. Further consideration is being given to the method by which and the time when it can be used."

The standard exhibition contract, drawn up in 1930, approved by two of its authoring groups and dormant since, yesterday became a fact.

Distributor members of the Hays organization yesterday joined hands with the M.P.T.O.A. and Allied States Association by adopting, "in principle," the form of agreement drawn up by the 5-5-5 committee. The acceptance came 13 months and two weeks after that committee had completed its drafting process in Atlantic City.

The 5-5-5 contract will be made available for exhibitors who want it in future film buys, but use of it, as against individual forms employed by individual distributors, is optional with the exhibitor.

It appeared yesterday that widespread use of the contract will become general when selling for the 1932-1933 season gets under way in April of next year. Just what method will be developed for its application, now that the contract has been approved by the three groups that drew it up, is a potentially troublesome detail which a committee of distributors formed yesterday will have to work out.

It is possible, and as a matter of fact expected, that where theatre operators have signed different contract forms with different exhibitors, they will be enabled to switch over to the uniform pact. The decision is optional, however, and will only strike a snag where opposition contracts for new season product in the same zone may intervene.

The general impression prevails in distributor circles that the new selling year is too far gone to do very much with the contract, but that the first real opportunity for national application will come next season.

Some distributors are of the opinion that the machinery necessary to handle the contract could be placed in working order by the first of January, but others lean toward the belief that a general introductory date had better be set back to April.

The climax of the contract deliberations which have been extended over a period of many months came yesterday, following a number of meetings held throughout the summer. Yesterday's session over which Sidney R. Kent, chairman of the distributors' end of the 5-5-5 committee

(*Continued on page 4*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 21, 1931 No. 70

MARTIN QUIGLEY
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MAURICE KANN
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JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston,* Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford,* Manager.

London correspondent: *W. H. Mooring,* The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner,* "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

21 Guns

THEY sweated and they swore. They burned midnight oil. They dropped their business—many of them—to see what could be done about this damned thing called the uniform contract.

There were large committees and small committees and all of them slaved. There were day meetings and night meetings and out of it came the 5-5-5 contract.

THE M.P.T.O.A. approved it. Ditto for Allied and two parts of the triangle were joined. But the distributors didn't. Their lawyers wouldn't let them, they said, and for that excuse, there is some foundation although other reasons are rumored.

But yesterday, it happened. The adoption triangle was completed when the distributors voted acceptance. Now, two years less three months since the accord keynote was struck by Sidney Kent at the 1929 convention of the Ohio M.P.T.O. in Columbus, the industry finds a standard exhibition contract dropped into its lap.

THE significances of yesterday's important step are several:

The move gives the business what it should have: a uniform agreement to cover the purchase and sale of pictures.

When the contract is put into general use, probably with next year's selling season, it will eliminate the varied, and often confusing, forms used individually by distributors today.

It should put the quietus on professional loudspeakers who will find their bag of tricks minus one of its old reliables.

But beyond that and overlooking the many factors that halted its adoption over these many months, acceptance of the contract indicates that accord of conflicting interests is possible when the desire for such accord exists.

NATHAN YAmins, M. A. Lightman, Dick Biechele, Abram Myers, H. A. Cole, Al Steffes, Henderson Richey, Frank Walker, the two Jacks—Miller and Harwood—Felix Feist, Phil Reisman, Al Lichtman, Gabe Hess and others who worked over this development deserve credit for their labors and for their patience, as well.

But it is Kent who properly should be singled out for major credit. He kept the contract work moving forward when death was rattling in its throat.

KANN

"BUY RIGHT—BUT BUY NOW"

Dreyfus Ends Warner Music Unit Contract

(*Continued from page* 1)

ecutives of various acquired music units secured when their companies were absorbed, Dreyfus insisted on a two year pact only.

Retrenchments have been put into effect in various of the Warner affiliated units. Plan to sell the Brunswick organization are still alive, although bidders, at a price the Warners are asking, are admittedly rare.

FWC Orders Drastic Cut in Ad Costs

(*Continued from page* 1)

can be laid down," it is stated. "Already many houses are spending less than 7½ per cent. Some are even down to 3 per cent. But in order to bring down the total for the whole circuit even those who are spending only 3 per cent must do what they can to make further reductions.

Other orders to the managers include:

Equal space must not be given to current and coming attractions.

Combination ads must be abolished because "there are bound to be one or more attractions in such set-ups which are more easily sold, either because the titles already have a good reputation or because the cast or some other element has a quick sales value. The public cannot be fooled. There are pictures which cannot bring top-notch business and such pictures should not have money wasted on them in newspaper or other advertising."

In towns in which there is no competition ads must be cut down.

Better judgment must be exercised in the ordering and use of accessories.

Managers must attempt to obtain lower advertising rates in line with the current trend. In this connection it states:

"No one can blame the newspapers for having made their theatrical rates costly. During prosperous years theatres everywhere slathered money left and right in space.

"Theatrical advertising went beyond reasonable bounds, and, with us indifferent or seemingly different on what we were spending, newspapers could not be expected to turn down business. They cannot be blamed for having jacked up rates.

"But things are different now. Advertising in other lines of business has been reduced materially. Certain large advertisers have almost stopped using newspaper space."

"BUY RIGHT—BUT BUY NOW"

Roxy Dividend Declared

Quarterly dividend of 87½ cents on the Class A, payable September 1 to stock of record August 20, has been declared by the Roxy Theatre Corp.

E. K. Up 1⅜ Points; Market Quiet

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¾	7¾	7¾	— ⅛	100
Eastman Kodak	145	143	143⅛	+1⅜	700
Fox Film "A"	13¾	13⅜	13⅝	+ ⅛	2,000
General Theatre Equipment new	2⅝	2½	2½	.....	2,000
Loew's, Inc.	48⅞	48¼	48⅞	+1	6,200
Paramount Publix	24½	24	24¼	+ ¼	6,800
Pathe Exchange	1⅜	1¼	1⅜	— ⅛	400
Pathe Exchange "A"	5½	5½	5½	— ¼	100
RKO	15	14⅝	14¾	+ ¼	3,000
Warner Bros.	8½	8⅜	8⅜	.....	4,400
Warner Bros. pfd	22	21	21	.....	200

Curb Quiet; G. T. Up ⅛ Point

	High	Low	Close	Net Change	Sales
Columbia Pictures	9	9	9	— ¾	100
Fox Theatres "A"	2¼	2¼	2¼	.....	200
General Theatre Equipment pfd	4¾	4⅜	4¾	+ ⅛	1,000
Trans Lux	5	5	5	.....	400

Para. Bonds Drop 1 Point

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	25½	24	25	.....	8
Loew's 6s '41 ex war	98¾	98½	98½	— ¼	3
Paramount F. L. 6s '47	86	85¾	86	—1	5
Paramount Publix 5½s, '50	78	78	78	+ ¼	7
Pathe 7s '37 ww	94	92½	92½	—1½	20
Warner Bros. 6s '39 wd	55	54⅛	54½	— ½	20

Chi Digging In; Deadline Due Tonight

(*Continued from page* 1)

say they will open their 100 odd theatres tonight. But the local union, says its boss, Tom Maloy, who is under indictment on racketeering charges, plans to go into court terming the imported operators strike breakers and Mayor Cermak, who has promised police protection "an open shopper."

Another difficulty is seen in the statement of C. K. Cregier, who replaced the suspended Joseph Maloy as inspector of operators, who said yesterday it is impossible to issue licenses to the New York operators in time for tonight's shows and declared he will prevent any theatre from running with an unlicensed operator.

Three hundred members of Maloy's unions yesterday voted confidence in their chief and turned down exhibitor's demand for a one-man policy. They announced they will fight reopening of the theatres through picketing, circulars, newspaper advertisements and radio broadcasts.

Al Lamar, who recruited the New York operators, said they don't anticipate trouble but that "we've brought along some East Side boys to take care of that. These Chicago guys ain't so tough."

Apprised of this, Maloy rejoined, "No, we're not tough. We're smart."

"BUY RIGHT—BUT BUY NOW"

Finney Nominated As A.M.P.A. Prexy

Ed Finney of United Artists is slated for the presidency of the A.M.P.A., succeeding Mike Simmons, unless an opposition ticket develops between now and September 10, on which day elections will be held.

The A.M.P.A. nominating committee met yesterday and drew up this slate to go into office with Finney:

GEORGE BILSON of First National, vice-president.

MARVIN KIRSCH of the *Film Daily,* treasurer.

AL SHERMAN of the *Morning Telegraph,* secretary.

BRUCE GALLUP, a three year trustee.

KELCEY ALLEN of *Women's Wear,* a two year trustee.

MIKE SIMMONS, VINCENT TROTTA, PAUL BENJAMIN, AL SELIG and CHARLES W. BARRELL, the board of directors.

GEORGE HARVEY, RUTGERS NIELSON and TOM HAMLIN, auditing committee.

"BUY RIGHT—BUT BUY NOW"

300 Publix Houses Book Radio Product

Contracts were signed yesterday by Charles Rosenzweig, vice-president in charge of Radio sales, for exhibition of Radio's new line-up in approximately 300 Publix theatres. The deal calls for bookings in 15 states in the east and south, with another deal under way for other situations.

"BUY RIGHT—BUT BUY NOW"

New Paramount Policy

The Paramount will inaugurate a new policy Saturday night of presenting a complete stage and screen show at 11 P. M.

"BUY RIGHT—BUT BUY NOW"

Negri in Hospital

SANTA MONICA—Pola Negri is at a local hospital following a sudden illness.

NOT A DRY SEAT IN THE HOUSE!



WHAT ARE THOSE "M-G-M SPORT CHAMPIONS"?

Let the Trade Reviewers tell you:

WHIPPET RACING—*Held Over 2nd Week, Capitol, N. Y.*

"One of the better kind of shorts. Maximum of laughter reaction."—*Variety*
"Smart and sparkling. Audience sparkled with it."—*M. P. Herald.*
"Carthay Circle audience went for it in a big way."—*M. P. Daily*
"Side-splitting dialogue by Pete Smith."—*Hollywood Reporter*

WILD AND WOOLLY—*Extended Run in Los Angeles*

"Ideal short. Certain to click in a big way. Dialogue by Pete Smith sparkling with laughs from start to finish."—*Hollywood Reporter*

12 M-G-M SPORTS CHAMPIONS FOR YOU!

A new idea in Short Subjects! Sport headliners of Swimming, Wrestling, Track, Tennis, etc. in fast action single reelers. Laughs and effects by Pete Smith.

"M-G-M'S GOT SOMETHING," *says Kann.*

"Carving a notch among the high places of short-subjects, the first three of the Bill Tilden tennis pictures click with a resounding smack. M-G-M's got something!"

—*Maurice Kann Editorial in* M. P. DAILY



BOOK BILL TILDEN'S TENNIS Reels During National Tournament

National Championship Tennis Tournament, Forest Hills, Long Island, September 5th to 12th. Cash in on the country-wide publicity.

M-G-M Shorts— *but* SWEET!

Pact Approval Climaxes 21 Month Effort

Distribs Vote Unanimously On Adoption

(*Continued from page* 1)

presided, ran for two hours and a half and, while it was cordial, the discussions, it is learned, raged back and forth. Not only were the sales managers, or their representatives, present in bulk, but a legal representative from every distributor in the industry as well.

Distributors have maintained right along that decision on what to do about the contract has been impossible to reach because some of their lawyers refused to predict what effect a joint acceptance would have in the event the Federal Government at a later date instituted suit under anti-trust laws.

It was for this reason that each distributor, as an individual, decided yesterday what his course of action was to be. After individual decision was reached, a vote was taken which proved to be unanimous in favor of adoption.

So far as could be learned yesterday, no further meetings of the 5-5-5 committee are now necessary unless either Allied or the M.P.T.O.A. should so request. It is understood that if such request is made, distributors will be willing to again go into what they hope would be a final huddle on the problem of the contract.

"BUY RIGHT—BUT BUY NOW"

Deposit Right Is Admitted In Contract

Right of distributors to demand deposits for fulfilment of contracts was conceded at the 5-5-5 conference, although no mention of deposits is made in the proposed contract. This procedure is being followed in the varied forms of contract which have been in use since the Thacher decree was handed down, the distributor demanding a deposit where in its opinion the risk warranted.

In drafting the new form of agreement, the contract framers declined to consider a deposit clause for exhibitors who refuse to agree to arbitration, fearful such a move would run chances of violating the Thacher decree outlawing compulsory arbitration.

Under the new form of agreement, distributors are enabled to write in a deposit clause in their individual contracts through the right given them by the contract committee to add clauses which shall not be inconsistent with the provisions of the standard license agreement.

Dates That Tell the Story

***November 19, 1929*—S. R. Kent at Columbus meeting of Ohio exhibitor association invited M.P.T.O.A. and Allied States Association to join with distributors in drafting new contract.**

***December 10, 1929*—Representatives of the M.P.T.O.A., Allied States Association and affiliated theatres meet in New York and draft proposals for new contract, each group having five representatives.**

***December 28, 1929*—Members of 5-5-5 conference in New York report broad agreement on proposed contract clauses.**

***April 3, 1930*—Subcommittee of two members of each group begin meetings in New York to draft proposed contract.**

***April 12, 1930*—Subcommittee members in agreement on major points of new contract.**

***July 2, 1930*—Tentative draft of new contract completed and approved by members of 5-5-5 conference at Atlantic City.**

***November 12, 1930*—Proposed new contract approved by M.P.T.O.A. at national convention at Philadelphia.**

***December 3, 1930*—Proposed contract approved by directors of Allied States Association at New York meeting.**

***August 20, 1931*—New contract approved by distributors in meeting at Hays' office, New York.**

All Factors Secure Benefits Under New Standard Pact

Major benefits secured in the new contract by each group are:

Distributors—Return of a system of arbitration and admitted right to demand deposits.

Unaffiliated Exhibitors—Privilege of five per cent cancellation on blocks of 20 without payment for films excluded.

Affiliated Exhibitors—Ban on advertising of pictures by subsequent run before completion of showing at prior run, unless subsequent follows prior run house by 15 days or less.

To Ask Acceptance

All exhibitors of the United States are to be asked to accept the new agreement, but will not be compelled to do so. If they do not wish to accept the new form, they will be sold pictures on the various individual forms being used today by the respective companies.

No exhibitor will be bound to accept arbitration. If they elect to adopt the standard form, they will have the option of agreeing to or crossing out the arbitration agreement. The distributor is to have a similar option.

The procedure is this: The contract clause is stricken out and initialed by the exhibitor and the application forwarded to the distributor. If the distributor declines arbitration with the particular exhibitor the same procedure is followed.

Consists of Two Forms

The new contract consists of two forms: A master contract, containing 26 standard provisions, which is to be furnished all exhibitors, and a short form, in which will be incorporated the standard provisions, playing arrangement and other details peculiar to the individual transaction.

Cancellation by the distributor of his contract with a defaulting exhibitor or vice versa are the only penalties provided for under the new arbitration system.

Rentals 7 Days in Advance

The new contract calls for the payment of rentals seven days in advance unless other arrangement is made with the home office, limits to 90 days the time in which a picture may be dated, specifies prior runs if these are made a condition of the sale, bans unethical advertising by subsequent runs and limits them to advertising films before completion of prior run to cases where the playdate is 15 days or less behind the prior run, sets a minimum adult admission of ten cents, permits exhibitors up to schedule to play pictures out of order of release providing they date or pay for the remaining pictures on the contract within thirty days; defines exhibitors' and distributors' rights as concerns substitutions, prohibits sale, leasing or giving away of accessories, prohibits the exhibitor to cut any films but newsreels and warrants the producer using no advertising in pictures for which compensation has been received.

Defaults on Percentage

In case of default on percentage runs, the exhibitor must pay liquidated damages equal to the stipulated percentage of his average day's business for the thirty days preceding the run and if an exhibitor pulls off a percentage picture before the end of the stipulated run, he must pay as damages 75 per cent of his receipts on the last day he played the picture.

The contract also contains clauses similar to that of the old standard contract covering: Warranty as to form, cancellation for religious or racial offense, schedule of licensing and exhibition, provision for percentage payments and personnel and methods of the checking system to be used; delivery, exhibition, return, loss or damage of prints, system of selecting and designating playdates, warranty on reissues, schedule of protection and run, taxes, roadshows, unreleased pictures, default through causes beyond control and acceptance of application.

2-2 System of Arbitration Is Plan Outlined

Arbitration system proposed in the new standard form of agreement calls for two distributors and two exhibitors, with the four, in case of deadlock, deciding on a fifth member from outside the industry. Under the plan, as outlined at the 5-5-5 conference at Atlantic City, the members of the board would be selected from two panels of ten each. The loser pays the expense of the fifth arbitrator. Arbitrators would be compensated under the plan.

Complainants not members of exhibitor organizations will use the arbitration system at their option, but without the participation of organization arbitrators.

A conciliation board is proposed to adjudicate exceptional cases. This board will be composed of representatives of distributors and exhibitors and on such cases its decision will be final. When a case is before an arbitration board and presents aspects outside the contract provisions, it may either be sent to this conciliation board or automatically to this board for settlement.

Zoning and over-building are matters also to come before arbitration boards.

"BUY RIGHT—BUT BUY NOW"

1,000,000 Television Sets Yearly Is Plan

Mass production of television sets on a schedule calling for 1,000,000 sets annually is planned in the United States by the Baird Television Co. of London. Sydney A. Mosley, director of the company, is in New York to arrange for manufacture of the sets by American concerns.

"We consider this the commercial birth of television," Mosely said. "Our tests so far in England have brought us to the stage where we can broadcast an entire play, with three or four characters on the screen at one time.

"We hope to turn out a million sets in less than a year. It will be the same size as the three-tube radio set, with a screen about eight inches square. The price will be under $100."

"BUY RIGHT—BUT BUY NOW"

Kipling and Bennett Films, Para. Plan

LONDON—Paramount is speeding up production of British films at Ellstree, following the reception accorded the first two made there. Robert T. Kane, the firm's European production chief, states the firm will produce stories by Rudyard Kipling, the late Arnold Bennet and other noted British authors. Kipling will co-operate in the production of his "The Light That Failed."

"BUY RIGHT—BUT BUY NOW"

New Borzage Contract

HOLLYWOOD—Frank Borzage has signed a new contract with Fox. His next picture will be "Salomy Jane."

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 71 NEW YORK, SATURDAY, AUGUST 22, 1931 TEN CENTS

Ruth Clings To That Dear Warner Pact

Rejects Paramount Offer After Negotiations

LOS ANGELES—After two weeks' negotiations with Paramount, Ruth Chatterton has definitely and finally rejected the company's proposals and expects Warners to fulfill all terms of her contract with that firm, the star said in an exclusive interview with *The Hollywood Herald.*

The Warner contract, so Miss Chatterton says, calls for a salary of $675,000 for six pictures to be made over a period of two years and gives the star unusually broad privileges as to personal selection of stories, directors, casts and other production details.

The Warner contract is an irrevocable one, Miss Chatterton said. She declared the question of money was not involved in her refusal to trade her Warner contract for Paramount's, but that the point of difference was other privileges accorded her in the Warner deal.

"BUY RIGHT—BUT BUY NOW"

Allied to Decide Next Step at Mpls.

MINNEAPOLIS—Allied States Association's next move in efforts to expedite adoption of the proposed new standard form of license agreement adopted in principle Thursday by distributors is expected to be determined at the convention here September 9 and 10 of the Northwest exhibitor unit.

Heads of Allied units from a number of states are to be on hand for

(*Continued on page 2*)

Looking 'Em Over

Caught in Hollywood and reviewed in today's issue:

"The Age for Love," "Skyline," "Mother and Son," "The Hard Hombre," "Larceny Lane" and "Penrod and Sam."

Caught in New York and covered on page 3:

"Pardon Us," "Too Many Cooks," "Dancing Dynamite," "The Sky Spider," "The Mystery Train," "13 Men and a Girl," "I Am from Siam," "The Parisian," "Should a Doctor Tell?" and "The Last Flight."

Gratified



Memphis—"Of course I am extremely gratified," M. A. Lightman told Motion Picture Daily in commenting upon distributors' move in adopting in principle the proposed standard licensing agreement. "If the contract drawn by the 5-5-5 committee is adopted in its entirety the exhibitors naturally are better off now than ever because they have the option of either this or individual contracts."

M-G-M Frowns on Publix Buffalo Deal

BUFFALO—If the Shea-Publix deal to lease Loew's Fox-Great Lakes for 25 years goes cold as is rumored, insiders here point to the influence of M-G-M, which does not want to see its product shunted about among the four Shea-Publix first runs. The record gross of "Politics" in the midst of hottest weather and the sensational business done by "A Free Soul" when

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Eight on Columbia's Exploitation Staff

Columbia now has a permanent staff of eight exploitation men under Bert Ennis. These are located at New York, Chicago, Boston, Philadelphia, Kansas City, Atlanta, St. Louis and Los Angeles. The force has been cut down since completion of several temporary campaigns on "Dirigible" and "The Miracle Woman."

"BUY RIGHT—BUT BUY NOW"

Expansion Shows Faith—Franklin

Expansion program under way by Hughes-Franklin Theatres shows "that our faith in the progress of the nation is still firm," according to Harold B. Franklin, who is due in New

(*Continued on page 2*)

ARBITRATE WAR IN CHI DURING TRUCE

B. & K. Silent On Fall Dual Bill Program

CHICAGO — Elimination of double feautring in Chicago still appears remote, with Balaban & Katz unwilling as yet to make any announcement of what policy it will pursue this fall.

Preliminary negotiations on product for Balaban & Katz subsequent runs indicate contemplated continuation of the double feature policy inasmuch as product under consideration at least equals in volume of that used by the circuit in its double featuring era of the past season.

Affiliated and independent theatres

(*Continued on page 6*)

Double Featuring Fad Reaches Columbus

COLUMBUS — RKO's Majestic is showing "The Runaround" and "Ubangi" on a double feature program, the first time that double featuring has been tried here since the days of the old nickelodeon.

"BUY RIGHT—BUT BUY NOW"

Protection Issue in Para-Midwest Deal

CHICAGO—Paramount's deal with Midwest Theatres Corp., involving considerably more than $500,000, is reported set after conferences this week. The deal involves virtually the complete Paramount output for the 88 theatres comprising the Midwest buying circuit.

Negotiations between Neil Agnew and James Kent of Paramount and Floyd Brockell of Midwest have

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

One-Man-in-Booth, Lower Scale Sought

CINCINNATI—While nothing definite has been accomplished in the meetings between suburban exhibitors' and operators' representatives in connection with a new contract for the coming season, Fred M. Strief, manager of the Allied unit here, reports that satisfactory progress is being made. Exhibitors not only are insisting upon elimination of the second operator in the booth, but are seeking a reduction in the present scale which

(*Continued on page 6*)

Theatres to Remain Dark Another Week; Janitors May Join Strike

CHICAGO—Truce in Chicago's battle of independent theatre owners and operators over the number of men to be employed in the booth was declared yesterday and theatres are remaining dark pending disposition of the argument by arbitration. Exhibitors are prepared to open on a moment's notice if basis of arbitration to be submitted to State's Attorney Swanson today fails to meet approval of the operators.

Under the plan, the houses, which were to have reopened last night, will remain dark another week, during which time an arbitration board will make a survey of costs and salaries and determine if two men are necessary and to establish wage scales. The board's scale will remain in effect until January 10 when union contracts with all local theatres expire. The board will consist of two exhibitors and two members of the operators' union with the four to choose a fifth arbitrator in case of deadlock.

Just what will be done with the 100

(*Continued on page 2*)

Threatens Seattle Closing in Dispute

SEATTLE—If differences with the local unions cannot be settled by Sunday night, the Paramount, Fifth Avenue and Coliseum may be closed by Robert Bender, division manager of Fox West Coast Theatres.

The trouble is caused by the circuit's failure to employ musicians in all theatres. Negotiations have been under way several weeks, but have been unsuccessful. Houses were expected to be closed Thursday, but a three-day extension was granted for further deliberations.

"BUY RIGHT—BUT BUY NOW"

Knapp Wins Quigley Golf Tourney Prize

LOS ANGELES—Don Knapp, owner of the Rialto, San Bernardino, scampered off with the Quigley trophy in the first annual southern California film trade golf tournament held here yesterday. Mike Rosenberg was declared the best dressed golfer and Bill Heimenan, Universal branch manager, won the Hiram Brown prize for being the quietest golfer. The Quigley trophy has become a perpetual grand prize to be competed for annually.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 22, 1931 No. 71

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope. 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Allied to Decide Next Step at Mpls.

(*Continued from page* 1)

the regional meeting here which is assuming the aspects of national pow-wow of organization heads. Elated by the settlement of the Chicago controversy, the Allied leaders will come here to congratulate Aaron Saperstein and W. A. Steffes, who handled the Chicago fight.

Abram F. Myers, president of Allied, is making a personal appeal to members of the Northwest exhibitor unit asking them to attend the convention, pointing out that Steffes' absence, due to the Chicago fight, has prevented the usual amount of publicity.

"BUY RIGHT—BUT BUY NOW"

Expansion Shows Faith-Franklin

(*Continued from page* 1)

York today from the Coast, to close a number of new deals.

"One hundred and twenty million Americans have been hearing steadily for two years that prosperity was right around the corner. They're disappointed because, as yet, they haven't been able to turn the corner.

"We at Hughes-Franklin are not disappointed. To paraphrase an old saw, we might say we feel that it's a long corner that has no turning," Franklin continued.

"Prosperity is a coy lady and must be wooed to be won. Aggressiveness is needed; production must continue. In just the last week we have broken ground for the building of two of our new Hughes-Franklin theatres; one in Leimert Park in Los Angeles, and the other the Whittier Theatre in Whittier.

"Our new theatre in Pomona will be ready to open in about thirty days; and incidentally we discovered another new theatre name when we decided to call the new Pomona house the Sunkist.

"We have begun improvements and alterations to modernize the Lindbergh Theatre in Kansas City and the Ritz Theatre in Dallas. The latter, in its rebuilding, will be made a twin of the famous Hughes-Franklin Mirror Theatre in Hollywood, and will be re-named the Mirror.

"The last new house we opened, the Yakima in Yakima, Washington, which threw open its doors on August 12, is still doing capacity business."

Purely Personal

GLENN GRISWOLD, head of Fox's public relations department, is so swamped with work these days that he has luncheon in his office, working while he eats. Griswold figures this will help him to get in a little fishing week-ends, for he is an ardent fisherman.

DAVE LUSTIG of Manhattan Playhouses, is pounding out reams of copy for Dolores, radio astrologer and psychologist. Hal Olver, personal representative and manager of Mme. Dolores has had a number of offers for a series of shorts. Dolores made a short last year in which was incorporated predictions of events of national importance that came true.

BILL WEISS has resigned from the sales staff of the St. Louis office of Universal. His place has been taken by Charley Zipp, formerly with Warners. Homer Heise, who had been booker for Warners, has been promoted to the sales staff, filling Zipp's old territory in northern Illinois.

GERRY RUDOLPH has turned playwright. His new gag is an imaginary sales talk, "That's Telling 'Em," which deals with the merits of RCA Photophone. It is printed in a 24-page booklet.

EDDIE ROSECAN has been appointed assistant general manager in charge of sales of the Premier Pictures Corp., St. Louis. For 18 months he has been city salesman there for United Artists.

CHARLES P. SKOURAS, general manager of Skouras Super Theatres, in the Middle West, is a visitor to New York this week, his object being to look over the field and book attractions for the new season.

PAT GARYN has brought back a choice package of stories from that Continental jaunt of his. Ask him sometime about Grosvenor House, steamship tickets and the *Europa*.

TALLULAH BANKHEAD has returned to Manhattan from her Wyoming vacation trip and started rehearsals at Paramount's New York studio for "The Cheat."

FRED WYNNE-JONES moved to Pelham and bought a boat, found there was no exercise in boating, so now he's back to Jackson Heights and golf.

"SIX SYLLABLE SIMMONS" is back at his desk after vacationing. He probably talked a lot of good games of tennis during his sojourn.

GRAD SEARS is off Kansas City. A recent sales trip took him there, but when the temperature finally rose to 105, Grad sent out word to sell.

J. S. JOSSEY, formerly in the home office of the Monogram Pictures Corp., now is district manager for the Cleveland and Cincinnati branches.

GABRIEL YORKE is to arrive in New York the first of the week to take over his new post as assistant to Glenn Griswold.

"JIMMY" ASHCRAFT is up-to-the-minute. When assigned to meet Sylvia Sidney in Chicago the United Artists exploiteer went via airplane.

DOROTHY CLEVELAND, veteran screen publicist, now is with the Harvey-Jaedicker Service.

HARVEY DAY, Educational home office exec., leaves Sunday for a swing around Middle West branches.

WILLIAM SKIRBOLL of Cleveland is visiting New York.

Stocks Off; E. K. Drops 2⅛ Points

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7⅞	7¾	7¾	.....	200
Consolidated Film Industries pfd	13⅞	13	13⅞	— ⅝	100
Eastman Kodak	143¼	140⅛	141	—2⅛	3,200
Fox Film "A"	13⅞	13¼	13¼	— ⅜	3,500
General Theatre Equipment new	2⅝	2½	2½	.....	2,300
Loew's, Inc.	49	46½	47¼	—1⅝	10,500
Paramount Publix	24⅜	23½	23⅞	— ⅜	8,400
Pathe Exchange	1⅜	1⅜	1⅜	.....	200
Pathe Exchange "A"	5½	5½	5½	.....	200
RKO	14⅞	14¼	14½	— ¼	4,200
Warner Bros.	8½	8⅜	8⅜	— ¼	10,400
Warner Bros. pfd	21⅛	21⅛	21⅛	+1⅛	100

Educational Up 3 Points, Sales Big

	High	Low	Close	Net Change	Sales
Educational	33	33	33	+3	10,000
General Theatre Equipment pfd	4⅞	4⅛	4⅛	— ⅝	1,000
Sentry Safety Control	⅝	⅝	⅝	— ⅛	100
Technicolor	6¾	6½	6½	— ½	200
Trans Lux	5	4⅞	4⅞	— ⅛	300

Bonds Off; G. T. Drops 2½ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	24¾	22½	22½	—2½	13
Keith B. F. 6s '46	68	67½	67½	— ¼	7
Loew's 6s '41 ex war	98½	98½	98½	.....	1
Paramount Publix 5½s, '50	78⅞	78	78½	+ ½	18
Pathe 7s '37 ww	93	93	93	+ ½	1
Warner Bros. 6s '39 wd	54	53⅛	53⅛	—1⅜	28

Arbitrate War During Truce In Chicago

(*Continued from page* 1)

or more operators imported here from New York to man the booths has not been indicated.

The truce was effected yesterday at a three-hour meeting in State's Attorney Swanson's office participated by Aaron Saperstein, head of the Allied unit, and Tom Maloy, union boss. The exhibitor compromise offer was to employ two men in booths but at one half of the prevailing scale for each. Maloy agreed to a commission to determine a "fair salary" but wouldn't consider the half salary proposal.

Union janitors yesterday were preparing to meet to determine if they should call a sympathy strike if the theatres reopened.

"BUY RIGHT—BUT BUY NOW"

Protection Issue in Para.-Midwest Deal

(*Continued from page* 1)

been in progress for some time, but it was not until this week that major considerations were agreed upon. Participating in this week's negotiations in addition to the above named principals were Lou Reinheimer, also of Midwest Theatres, Jack Miller and Simon Simansky of Simansky & Miller, and Emil Stern of Essaness Theatres, members of the Midwest circuit.

An interesting phase of the deal, according to reports, is that protection rather than price considerations was the obstacle in the way of agreement. It placed Paramount in the odd situation of being obliged to allot protection to competitive theatres in the face of current demands from Publix-Balaban & Katz for increased protection this year.

Although Publix is understood to have an interest in Midwest Theatres, the two organizations are distinctly competitive. The final terms of the Paramount-Midwest deal will be of particular importance in that they will probably provide for the pattern for the circuit's deals with all other distributors, particularly in the matter of what the circuit will ask in the way of protection.

"BUY RIGHT—BUT BUY NOW"

Grainger Lands Five In Chicago First Runs

CHICAGO—Jimmy Grainger pulled out of Chicago last night with a smile on his rotund face. In from New York for only one day, Grainger placed Fox's first five for the new season with B. and K. for downtown runs. "Transatlantic," "Young As You Feel," "Merely Mary Ann," "Bad Girl" and "The Brat" will be divided among the Chicago, McVickers and Oriental. "Merely Mary Ann" and "Bad Girl" will get extended runs, the latter starting at the McVickers on the 26th.

"BUY RIGHT—BUT BUY NOW"

Book Vita. Shorts

Fieber & Shea, with 11 theatres in New York, New England and Ohio, has booked Vitaphone shorts for all of the circuit's theatres.

Looking 'Em Over

"The Sky Spider"

(*Action Pictures, Inc.*)

First of a series of 24 pictures to be produced by Action Pictures, Inc. for state rights distribution. Bearing in mind the market that this series is designed to serve, "The Sky Spider" marks an auspicious start for the new company.

This is a yarn of three brother-aviators who cross trails with a sky robber and eventually shoot him down to save the family honor. The usual love interest is there and a brand of sincere acting contributed almost entirely by Beryl Mercer that is not often found in pictures that rely principally on their action appeal to get them over.

"The Sky Spider" should do well in neighborhood and subsequent run houses. KANN

'Should a Doctor Tell'

(*First Division*)

While the title has exceptional exploitation possibilities, it is hardly likely that a doctor would hesitate in revealing the past of his future daughter-in-law to his son before it is too late. Yet, Regal in London has produced the picture with the girl opening the book of her past herself when she sees that the man who deceived her is about to marry the doctor's niece. An all-English cast headed by Basil Gill and Norah Baring does competent work with the delicate subject.

Coverage

Six new pictures on Broadway this week. One—"Daughter of the Dragon"—was covered on August 1. The remaining five—"The Parisian," "I Am from Siam," "Pardon Us," "The Last Flight" and "Should a Doctor Tell" are covered today.

The Main Stem line-up:

Astor—"A Free Soul" (M-G-M)—reviewed by Motion Picture Daily April 18.

Cameo—"The Parisian" (Capitol Film Exchange) and "I Am from Siam" (Picture Classics) reviewed on this page.

Capitol—"Pardon Us" (M-G-M)—reviewed on this page.

Criterion—"An American Tragedy" (Para.) — reviewed May 29.

Hollywood—"Bought" (Warners)—reviewed July 16.

Mayfair—"Dirigible" (Col.)—reviewed February 3.

Paramount — "Daughter of the Dragon" (Para.)—reviewed August 1.

Rivoli—"The Smiling Lieutenant" (Para.)—reviewed July 9.

Roxy—"Bad Girl" (Fox)—reviewed editorially July 30.

Strand—"The Last Flight" (Warners) — reviewed on this page.

Warners—"Should a Doctor Tell" (First Division) — reviewed on this page.

Winter Garden — "The Star Witness" (Warners)—reviewed July 21.

"Pardon Us"

(*Roach M-G-M*)

Held to 55 minutes, Laurel and Hardy's first feature will click, although it leaves much to be desired.

It looks to us like another case of attempting to gag a comedy over feature length time with material that doesn't rate the footage, although the comics play off a number of situations that will make any audience laugh. Some are new and some are not, but the Laurel-Hardy manner of doing it is inimitable enough to slide the so-so spots over the line.

Admittedly, six reels of fast-moving comedy with this clever team are not easy to get; "Pardon Us" proves the point well enough. At that, however, there are enough laugh-moments in the picture.

Arrested for bootlegging, the comics pull their goofy stuff behind prison walls in an atmosphere and sets strongly reminiscent of "The Big House." Their complications develop from Laurel's "buzzing tooth" that makes him issue forth with a raspberry every time he talks. What this does with the warden and the prison's tough eggs might well be imagined.

Some day Oliver and Stan will get a snappily paced yarn, well-knitted together. Then they'll make a feature comedy that will set grosses and the public on its ear. KANN

"The Last Flight"

(*First National*)

Audience reaction to "The Last Flight" at the picture's Strand opening was favorable.

Here is a group of four American war-birds, each one of them already having given up attempts to drown memories of the conflict's horrors and committed to go the limit in post-war Paris. Richard Barthelmess, John Mack Brown, Elliott Nugent and David Manners make up this quartette of hope-shattered youngsters.

In their nightlarking, they meet Nikki (Helen Chandler) and at once the group becomes a quintette. Their adventures constitute the story until the close when Brown, after a mad adventure in a Portuguese bull ring, is gored and dies; Manners is shot by Walter Byron, the heavy in the picture, and Nugent, who kills Byron, disappears into the night. This leaves Nikki and Barthelmess, each loving the other but facing it alone on a train that carries them back to Paris.

"The Mystery Train"

(*Standard*)

There's lots of action in this, most of it centering about the attempts of various persons to steal the famous Stanhope diamond aboard a sleeping car, and while the story sags at times it is directed with a sincerity that holds the attention. Especially noteworthy are two miniature train crashes. They are done so skilfully that it is difficult to detect the faking. The cast, including Hedda Hopper, Nick Stuart, Marceline Day and Bryant Washburn, was only adequate, the voices of several rasping harshly on the ear. The settings and effects were excellent. Phillip H. Whitman directed.

"The Parisian"

(*Capital Film*)

Produced by Pathe Natan in France and dialogued in English for American consumption. Adolphe Menjou made this picture during his last trip abroad and the stamp of French production is evident throughout. Elissa Landi appeared opposite the star and her make-up does not become her, not when one has seen her in American-made pictures. As for the story, the hero returns home with his new bride, broke and forced to go to work. His architectural vocation meets with little success. A son by his former wife arrives, turns the house into a soap sales office and he even manages to convert the architect into a salesman. But when the son intrudes on Menjou's hospitality, the tables soon turn and the hero again becomes the dominating figure in his own household. Jean Le Mur directed, but not to the best of his advantage.

"Too Many Cooks"

(*Radio*)

Mildly entertaining and merely manages to squeeze by with its threadbare plot. Frank Craven's play has been transplanted on the screen via the elastic method—stretching the plot until the natural limit is reached. Bert Wheeler's performance is perfunctory and Dorothy Lee's is just so-so. With all this an audience at the Hippodrome chuckled at the stuttering of Roscoe Ates, the bucolic taxi driver, and the carryings on of the Cook family.

The substance of this slim plot had to do with two love birds building their future nest accompanied by a lot of cooing and bickering between themselves and respective families. Interference from the extraneous parties naturally winds up with the expected break in the engagement and then comes the subsequent make-up. Direction is as best as could be expected with the material on hand.

"Dancing Dynamite"

(*State Rights*)

Richard Talmadge is up to his old tricks again and provides plenty of action and thrills for the fans. A neighborhood audience seemed to enjoy the high jumping and acrobatic stunts by Talmadge as well as the humor provided by Shorty, his pal, and the dumb detective. Blanche Mehaffy makes a pleasing heroine and clicked with the audience. The story has to do with the hero, a fisherman on the California Coast, breaking into society, thereby intruding on the machinations of a racketeering gang out to blackmail the girl's father for $50,000. Slow in getting started, but the windup more than makes up for the poor take-off. Mostly outdoor stuff and well photographed.

"13 Men and a Girl"

(*Talking Picture Epics*)

Grim drama depicting an incident in the Franco-Prussian War of 1870 and produced with all the horrors surrounding the episode. The vividness with which the characters portray their parts does not enter the entertainment category, but rather marks the film as a documentary record. And as such it may not appeal to a large share of the picture-going trade. In production, acting, photography and direction it is worth while.

The story tells of Conrad Veidt being ordered to hold the mill against the French with 12 men, who realize the futility of it all, but obey the captain. Karin Evans, daughter of the mill owner, returns to the mill after her family is told to move, to be with her lover. They all die, the girl included, slaughtered unmercifully after being outnumbered 1,000 to 1. Originally produced in German, it is dubbed in English, the characters using a Cockney accent. The performances of the players are of the best.

"I Am from Siam"

(*Picture Classics*)

"The Venice of the East," as it is called by the narrator, a former editor of the *Bangkok Daily Mail*, who describes the various ceremonies, sports and other inordinate events in this travelogue of Siam. The film is interesting for it is originally different. The lighting at times leaves much to be desired. Events encompassed by the camera include the coronation of Siam's present king, the cremation of his predecessor, the baptism of a newly born white elephant —a good omen for the new ruler—

(*Continued on page 6*)

"The Age for Love"

(United Artists)

Hollywood—Billie Dove astounded critics at a preview of "The Age for Love" by her sensational development of magnificent dramatic power and finished histrionic ability following several months of intensive study. Those who knew her as a beautiful star with indifferent dramatic ability are certain to be amazed at the improvement. The picture has been directed very capably by Frank Lloyd from Enest Pascal's adaptation of his own novel.

This novel production is an intensely interesting study of that popular problem—should the bride stay home and become a housewife or continue her career? The splendid supporting cast includes Edward Everett Horton, Lois Wilson, Mary Duncan, Charles Starrett and Adrian Morris. Howard Hughes produced it with his usual disregard for expense, but he certainly got his money's worth.

LEO MEEHAN

WAKE UP, S

Let's all pull in the same direction.

The public has wandered away from the box office—or, shall we say it was driven away by poor pictures? Nevertheless the public must be brought back to its once favorite entertainment.

Something must be done.
Something CAN be done!

Let's lose no more time about it. Let's show the old flare that show business is noted for. Let's get out the cymbals, a band or two, a street parade—let's circus the public back to its enthusiasm for pictures. And let's keep them enthused and eager to continue their lines at the box office by early delivery of the good pictures that are on the new season's programs. The mob spirit still rules the most of America. It needs but to be led. Start the way with a clarion call; bring forth the best pictures for current showings; city mayors, governors and even the President will hop on the band wagon for a rousing call to a better day. And merchants and clubs and other organizations will join hands to make one grand welcome to the return of better pictures and better times.

Business needs a revival.
Show business can lead the procession!

Motion pictures kept spirits high during the war. They can similarly brighten up a depression-minded people. The public has

now Business!

money to spend—but it hasn't been encouraged to spend it. Too many alibis. Too little effort.

A revival? Sure! Let's give 'em an old-fashioned revival—but without the hymn singing. Let's cheer their souls; let's stir their interest; let's arouse their desire; let's make 'em stampede to the box-offices!

Let's revive Greater Movie Season.

But let's do it BIG! Let's do it in a never-to-be-forgotten-manner—with a "this means everything" spirit.

Team Work!

Let's co-ordinate our efforts. We can't win by scattered shots. Make it a nation-wide affair—shoot the works—start it off right and keep it going!

There are good men in the industry's home offices who know how. They don't need to be told what to do—they're only waiting for the signal. Give it to 'em, General Hays! They'll carry it through their district exploitation men to the exhibitors and through them to the public. They'll sweep away the cobwebs and put new pep into the cash register.

A revival? Sure! Cast aside the one-sheets and bring out the twenty-fours. Throw away the air rifles and bring on the Big Berthas. Rig up in full colors; fly high the motion picture flag.

Wake Up, Show Business—WAKE UP BUSINESS!

BEN SHLYEN, Publisher,
ASSOCIATED PUBLICATIONS, INC.

It's Anything But a Tragedy In Los Angeles

Total $177,400 for 13 Theatres

Los Angeles — Theodore Dreiser should have seen them pile into the United Artists Theatre to see his "American Tragedy." They came in such large numbers that they almost doubled the average intake, the gross being $26,000, against the par of $13,500. The admissions in the one week probably far exceeded the sales of his novel here.

"The Smiling Lieutenant" skidded in its sixth week to $4,600, against a normal of $12,500, but "Transatlantic," "Daddy Long Legs" and "Bought" went over par.

Estimated takings for the week ending August 19 and year-round weekly averages:

"LA CAUTIVADORA" (Ind.)
CALIFORNIA INTERNATIONAL—(2,000), 25c-50c, 7 days. **Gross:** $4,600. (Average, $5,000.)

"SMILING LIEUTENANT" (Para.)
FOX CARTHAY CIRCLE—(1,650), 75c-$1.50, 6th week. George Stoll and band. **Gross:** $4,600. (Average, $12,500.)

"TRANSATLANTIC" (Fox)
FOX CRITERION — (1,652), 35c-65c, 7 days. **Gross:** $11,400. (Average, $10,000.)

"TRANSATLANTIC" (Fox)
GRAUMAN'S CHINESE—(2,030), 25c-65c, 7 days. **Gross:** $11,200. (Average, $8,000.)

"DADDY LONG LEGS" (Fox)
LOEW'S STATE—(2,418), 35c-65c, 7 days. "Art Gallery" Idea. **Gross:** $28,500. (Average, $27,000.)

"THE GREAT LOVER" (M-G-M)
LOS ANGELES—(2,100), 25c-65c, 7 days. (2nd week). Stage show, Babe Egan and "Hollywood Redheads." **Gross:** $10,000. (Average, $16,000.)

"DIRIGIBLE" (Col.)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $6,500. (Average, $16,000.)

"NIGHT ANGEL" (Para.)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days F. & M. "Stars of Yesterday" idea. **Gross:** $9,300. (Average, $15,000.)

"SILENCE" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Oscar Baum and stage revue. **Gross:** $17,600. (Average, $25,000.)

"SWEEPSTAKES" (RKO-Pathe)
RKO—(2,700), 35c-65c, 7 days. RKO vaudeville. **Gross:** $12,700. (Average, $15,000.)

"AN AMERICAN TRAGEDY" (Para.)
UNITED ARTISTS—(2,100), 35c-65c, premiere at $3 top (1st week). **Gross:** $26,000. (Average, $13,500.)

"BOUGHT" (Warners)
WARNER DOWNTOWN—(2,400), 7 days, 35c-50c. **Gross:** $18,000. (Average, $15,000.)

"BOUGHT" (Warners)
WARNER HOLLYWOOD—(3,000), 7 days, 35c-50c. **Gross:** $17,000. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

M-G-M Frowns on Publix Buffalo Deal

(*Continued from page* 1)

it was even more torrid are cited as arguments why Loew's should hang on to such a profitable stand.

"BUY RIGHT—BUT BUY NOW"

NBC Signs Crawford

Jesse Crawford, Paramount organist, has signed a two-year contract with the National Broadcasting Co. to appear exclusively over the network of WEAF and WJZ.

"BUY RIGHT—BUT BUY NOW"

Edwards' Son Hurt

Chicago—George Edwards, 12, son of Cliff Edwards, M-G-M player, was injured seriously when struck by a train. Amputation of both legs was found necessary.

Looking 'Em Over

"I Am from Siam"

(*Continued from page* 3)

the water passage ways, a pugilistic encounter (entirely strange to American audiences), a football skirmish (another unfamiliar sport despite its name), and other interesting happenings. Sound effects and monologue have been added. In view of the king's recent visit to these shores, it may prove popular because of the publicity given the monarch.

"Larceny Lane"

(Warners)

Hollywood—Hotel racketeers are the chief figures in this drama, which was given a hearty reception by a preview audience—chiefly because of the excellent work of James Cagney and Joan Blondell and the direction of Roy Del Ruth. The story is by Kubec Glasman and John Bright, who have turned out a number of gangster yarns for Warners.

Cagney graduates from a bellhop into a con man and ties in with Joan, who hasn't much respect for his profession. She leaves him and marries a respectable man, who innocently becomes involved in an intrigue. Cagney takes the rap to save her—and she promises to wait for him.

Among the players whose work is outstanding are Louis Calhern, Guy Kibbee and Polly Walters.

"Mother and Son"

(Trem Carr Prod.)

Hollywood—Slow-paced and lacking force in theme, this Trem Carr picture failed to arouse enthusiasm at a preview here. The picture features Clara Kimball Young, who won the chief plaudits, but the spectators found much of the emoting too much for its sense of humor and laughed in the wrong spots. It betrayed too much speed in production.

The story is laid in Nevada, with Miss Young as the owner of a gambling establishment. She fails in an attempt to keep her son from learning of her occupation, and his later contempt for her is wiped out through a love affair with the daughter of her enemy.

"Skyline"

(Fox)

Hollywood—Thomas Meighan gets top billing in this, but Hardie Albright runs away with the acting honors. Meighan appears as the creator of skyscrapers who takes Albright under his wing. The youth falls in love with Maureen O'Sullivan and is on his way to becoming a construction engineer when he becomes infatuated with a woman of loose morals.

It is at this moment that Meighan discovers through a cameo that Albright is his own son, and the engineer determines to save him from the clutches of the woman. The story has a tragic ending with Meighan falling to his death from one of his skyscrapers. The capable cast includes Myrna Loy, Stanley Fields, Robert McWade and Jack Kennedy. It was directed by Sam Taylor.

"Penrod and Sam"

(First National)

Hollywood—William Beaudine directed "Penrod and Sam" as a silent for First National six years ago, and it proved a box-office success. Now he has made a talker of it, and it clicks again in a big way.

While the story is episodic in character, the adventures of Booth Tarkington's popular juvenile characters bring tears and laughs alternately and captivate the audience. Leon Janney as Penrod and Junior Coghlan as Sam received rounds of applause from a preview audience. Others in the excellent cast are Dorothy Peterson, Zasu Pitts, Matt Moore and Charles Sellon.

Enthusiastic comments were heard in the lobby after the showing.

"The Hard Hombre"

(Allied Pictures)

Hollywood—A new type of vehicle for Hoot Gibson, but it made a hit with an audience here and should register well at the box-office. He is cast as "Peaceful" Patton, so-called because of his aversion to fighting. Eventually he comes into contact with "The Hard Hombre," a tough character, and when the latter insults Hoot's mother the peaceful one goes into action and wins for himself the reputation of the only man who has licked "The Hard Hombre." There are some splendid comedy moments in the picture, with Bill Robins contributing his share, and Lina Basquette proved highly acceptable as the heroine. Otto Brower directed.

B. & K. Silent On Fall Dual Bill Program

(*Continued from page* 1)

stand ready to return to single features the moment Balaban & Katz makes a similar decision. Max Balaban is regarded as a strong proponent of double featuring, although the policy is understood to be in disfavor with John Balaban, who, during a recent visit in Chicago, told exchange managers he thought a return to single features would prove to be "for the industry's best interests."

Max Balaban has refused to comment on the company's fall policy on double featuring at any time during the summer.

"BUY RIGHT—BUT BUY NOW"

One-Man-in-Booth, Lower Scale Sought

(*Continued from page* 1)

they contend is exorbitant, and out of line with other trades and professions for the same number of hours. The present contract expires Aug. 31. It is expected that an agreement will be reached within the next ten days.

"BUY RIGHT—BUT BUY NOW"

Warner Execs in Chi

Dan Michalove, general manager of Warner theatres, left for Chicago yesterday, accompanied by his assistant, Eddie Alperson. They will return to New York early next week.

"BUY RIGHT—BUT BUY NOW"

On Hoover Board

George Eastman has been appointed to the advisory committee on unemployment relief by President Hoover.

NEW YORK
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LONG ISLAND CITY
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....STIllwell 7940

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The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 72 NEW YORK, MONDAY, AUGUST 24, 1931 TEN CENTS

Operators Back at Full Pay--Gave $800,000 Cut

10 Week Reduction Period At End; Seek "Peace And Prosperity"

Having contributed more than $800,000 to help exhibitors in the United States and Canada to tide over a tough summer, operators are now back on full pay with but a few exceptions. That sum represents a voluntary reduction in wages averaging 7½ per cent over a period of ten weeks.

William Canavan, president of the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators of the United States and Canada, made the estimate, asserting that circuits and independents profited equally by the cut given

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Vincent Will Wield Protest Meeting Gavel

Bid for Chairmanship Already Accepted

Walter Vincent of Wilmer & Vincent, operators of a circuit of theatres on the Atlantic Seaboard, is to be chairman of the Metro National Protest Meeing, to be held in New York, September 1, it is understood. Vincent was invited to serve as chairman by the M. P. T. O. of Eastern Penn-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

American Producers Invited By Soviet

Invitations to American producers to go to Russia to film pictures against Russian backgrounds are being extended by the Soviet government, it is reported. Co-operation in the form of official courtesies would be extended, under the plan.

Cecil B. De Mille left some time ago for Europe planning to visit Russia to study film conditions upon in-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Sailors Ashore Seen As Business Boom

San Francisco—Eighteen thousand sailors are ashore in San Francisco this week and their presence is expected to boom theatre attendance. The fleet now is anchored in the bay.

"BUY RIGHT—BUT BUY NOW"

New Product Sales Nicked by Closings

Chicago—New product sales in Chicago, which gained noticeable momentum in recent weeks, suffered a decisive setback immediately after

(*Continued on page 8*)

A Carload of Ham

A well known actor, observing rigorously the tenets of many in the profession, wired his studio boss the other day:

"Don't you think my name should appear over (title of picture) in those neon-lighted posters we use outside the studio?" he asked.

The studio exec sent no answer, but did order a 20-pound ham.

It's now on its way to the actor.

Fox Slapping Back in Row With Wampas

Hollywood—Fox intends to "laugh off" the rebuff it feels was handed the company when the Wampas ignored its "Baby Stars" nomination and is launching an embryo star selection movement of its own.

The players are to be known as "debutante stars" and three selections have been offered for the 1931-32 season, chosen from more than 300 candidates. They are Linda Watkins, Conchita Montenegro and Helen Mack and their selections will be announced tonight at a dinner at the studio.

The Fox studio has been boiling

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Meehan Editor of 'Hollywood Herald'

Hollywood—The following announcement will appear in today's issue of *The Hollywood Herald*:

"Announcement is made of the appointment of Leo Meehan to the editorship of *The Hollywood Herald*, succeeding William A. Johnston.

"Mr. Meehan joined the staff of Quigley Publications in March. He

(*Continued on page 8*)

Chi Houses Reopen

Chicago — Protected by a temporary injunction restraining police from arresting their imported operators, independent houses figuring in the fight with the operators' union reopened Sunday. The houses were closed Saturday night by police because the operators, brought here from New York, were not licensed by the city. Exhibitors contend the licensing ordinance is unconstitutional. Meanwhile, all negotiations with the union for settlement of the dispute have ended.

Publix "D.M's" Advisors On Circuit Buys

Publix district heads are serving in an advisory capacity in national film buying deals now under way. Under decentralization moves adopted some time ago, the district heads were given greater authority in the operation of theatres in their territories and their recommendations on buying are in line with this policy.

On local deals, the district managers are empowered to do their own buying. Greater leeway in the spotting in of pictures, advertising and other factors of operation was given in the decentralized plan put into effect by Sam Katz.

Leo Plans Circuit Of 40-50 Theatres

With an immediate objective of between 40 and 50 theatres, Joe Leo is shaping plans for entrance into the metropolitan exhibition field on his own.

No deals actually have been closed, but negotiations on several are approaching the signature stage. Leo's deal for a number of Fox Long Island houses is cold, but failure to get together in that direction won't stop. Leo says so himself.

"BUY RIGHT—BUT BUY NOW"

Kaplan to Book 29 Houses in Brooklyn

Irving Kaplan of Fox Theatres has resigned to join the Frisch-Rinzler circuit as booker for the 29 Brooklyn theatres. While at Fox, Kaplan booked the Fox houses upstate, which have been sold to Mike Comerford. Irving Goldstein will be his assistant.

Dictionary and Thesaurus Are Banished by Fox Edict

Stupendous, colossal, superb, masterful,
Were adjectives once with a box-office pull;
But now they're taboo; our superlative brains
Are hog-tied and tethered with one-syllable chains.
—Plaint of the Press Agent.

Old King Hokum is dead! Long live King Simplicity.

Yes, sir, King Hokum and his cohorts of superlatives have been slaughtered. His reign is over.

The Last Word, the Fox West Coast Theatres organ, has dealt the deathblow. Under the caption of "Hokum," it wields the stiletto thusly:

Barnum exaggerated a little. There are many born, but not one a minute.

It was Lincoln who sometime before this sagely hinted that you can fool some of the people some of the time but not all of the time.

Intentionally, or not, theatrical advertising has for years, and still is, trying to fool some of the people all of the time. And there are instances where it has tried to fool all of the people all of the time.

There are exceptions to this, of course, but we speak of the majority of instances.

Superlatives!

Week after week. They flow from the press agents' tongues like the proverbial

(*Continued on page 8*)

"BUY NOW" SALES

St. Louis—Vitaphone closed contracts for the showing of shorts product for the coming season in all of the theatres comprising the Fox St. Louis circuit. Contracts were also closed for the 100 per cent showing of the shorts in the Fox Shanberg circuit, the Fox Rhoden circuit and the Glen Dickenson circuit of Kansas City houses. These circuits operate

(*Continued on page 2*)

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 24, 1931 No. 72

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

American Producers Invited By Soviet

(*Continued from page* 1)

vitation of the Soviet.

Repeated efforts to reach L. I. Monosson, president of Amkino Corp., representative in America of the Russian government's film activities, for a statement on the reported bids to American producers have proved unavailing. Monosson recently denied the Soviet intends to produce films in Hollywood.

"BUY RIGHT—BUT BUY NOW"

185,000 See "Bad Girl" First Week

"Bad Girl," current at the Roxy, played to 185,000 paid admissions during its first week.

"BUY RIGHT—BUT BUY NOW"

Clark Succeeds Parrish

E. H. Morris, president of the Music Publishers' Holding Corp., has appointed Jimmy Clark to the management of the M. Witmark & Sons branch office, succeeding Clarence Parrish, who comes to the New York office as manager of the "Black and White Series" department. Clark was formerly special service manager of M. Witmark & Sons and manager of their Philadelphia branch. Parrish has been manager of the Chicago branch for several of the 15 years he has been associated with Witmarks.

"BUY RIGHT—BUT BUY NOW"

Boston Pioneer Dies

BOSTON—George F. Washburn, who built Boston's first motion picture theatre, the Unique, in 1905, died at his summer home, "Winvirden" at Manomet, Mass. He was a millionaire real estate and clothing merchant and interested in varied lines of business.

"BUY RIGHT—BUT BUY NOW"

Coast Paper Suspends

HOLLYWOOD—"Inside Facts," theatrical weekly is understood to have suspended publication.

Off the Record

LOOKS as if the fine Italian hand of Vic Shapiro is lurking behind the "debutante star" movement to be launched by Fox on the Coast tonight. It also appears to be Fox's answer to the Wampas' "Baby Star" selection in which, you will remember, its candidates for whatever honor there is in being a "Baby Star" were one hundred per cent ignored.

Vic has pulled some fast publicity gags in his day, among them the famous Louis Wolheim "face-lifting" yarn which crashed front pages clear across the country. This new one may go the way of that one.

●

Ronald Colman and Samuel Goldwyn are reported near the parting of the ways. The star's contract expires in November and there are rumblings of differences between the two. Colman, who is said to be getting $6,000 weekly, is said to have rebelled when the producer tried to order him to participate in screen tests for candidates desiring to play opposite him.

●

Clara Bow's deal to star in "The Impatient Virgin" calls for a script which the star approves—and she already has rejected one—plus a guarantee of $50,000 for the picture. It is estimated it will take about four weeks to make, which means $12,500 weekly laid on the line for Clara.

●

Three years ago when "Bad Girl" launched its serial way in *Liberty*, Walter Wanger saw in the yarn a great bet for Clara Bow. But the Hollywood studio couldn't see a picture in the story.

Since then, Frank Borzage made it for Fox—and how? What it means to Frank is that new contract, just signed, and for exhibitors—well, just watch those box-office headlines.

●

"Among those present is So-and-So and also Nicholas Schenck of New York," warbles the radio announcer in the Derby scenes of "Sporting Blood."

Same picture also has a nice little plug for Hearst Metrotone News.

●

RKO Pathe home office employes are wondering. The reason is a mysterious placard announcing that "Something Good is Coming to RKO Pathe Employes." It's a secret and Mannie Goldstein holds the answer.

●

Publix's decision to turn over its new suburban theatre in Cincinnati to RKO under lease was caused by inability of Publix to get product for the house. Cincinnati is dominated by RKO, which is said to have had all the product sewed up, so far as the new Paramount is concerned.

Seidelman to Europe

J. H. "Joe" Seidelman of the Paramount-Publix foreign department sails tomorrow on a semi-annual tour of the company's european exchanges.

Anna May Gets New Pact

HOLLYWOOD—Anna May Wong has signed a new contract as a Paramount featured player. Her first assignment has not yet been decided.

E. K. Drops 4 Points; Market Irregular

	High	Low	Close	Net Change	Sales
Consolidated Film Ind. pfd	13¾	13¾	13¾	.....	100
Eastman Kodak	140	138⅜	139¼	—4	3,700
Fox Film "A"	13¼	13	13¼	— ⅜	2,600
General Theatre Equip. new	2½	2⅜	2⅜	— ⅛	400
Loew's Inc.	47⅝	46⅝	47⅝	—1¼	500
Paramount Publix	23¾	22¾	23½	— ¾	2,600
Pathe Exchange	1¼	1¼	1¼	— ⅛	100
Pathe Exchange "A"	5½	5½	5½	.....	100
R K O	14¼	14⅛	14¼	— ½	1,200
Warner Bros.	8¼	8	8⅛	— ⅛	2,100

Curb Issues Quiet; Fox Up ⅛

	High	Low	Close	Net Change	Sales
Columbia Pictures	8½	8½	8½	— ½	200
Fox Theatres "A"	2½	2⅜	2⅜	+ ⅛	200
General Theatre Equip. pfd	4⅛	4⅛	4⅛	.....	500

Bonds Steady; G. T. Up 1 Point

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	23½	22¼	23½	+1	17
Loew's 6s '41 ex war	98½	98½	98½	.....	1
Paramount Publix 5½s, '50	98½	98	98	— ½	16
Warner Bros. 6s '39 wd	54	53¾	54	+ ⅜	16

Purely Personal

LOUIS BLUMBERG, Nate's son, looks like a potential RKO headliner. At a camp show the other day, he appeared as combination acrobat, wrestler and warbler.

JOHN RANTZ replaces Chas. P. Salisbury as manager of the Granada Theatre, Ontario, with supervision over the California in that California town as well.

HUBERT VOIGHT, Warner-First National publicity generalissimo in Hollywood, leaves for the West sometime this week.

HARRY D. GOLDBERG is casting long eyes in the direction of a juicy steak. You may not get the import of this, but he will when he reads this squib.

"MANNIE" GOLDSTEIN made an appearance at the Motion Picture Club Saturday and he did *not* wear a white carnation.

CHAS. P. SALISBURY replaces Willard Wyatt as manager of the Lyric Theatre, Huntington Park, Cal.

"CONNIE" BENNETT is due in town today on the *Ile de France*. That trip abroad was vacation stuff.

LIL DAGOVER, German star, sailed for New York Wednesday, aboard the *Ile de France*

WILLARD WYATT replaces Jack Retlaw as manager of the Redondo Theatre, Redondo Beach, Cal.

REG REUBENSON, inveterate traveler, is in New York from Paris. After product for foreign distribution.

GEORGE TECHMEYER has replaced Ed. W. Stollery as manager of the San Mateo Theatre, San Mateo, Calif.

WALTER WANGER will tell you about the joys of living these days any time you ask him.

CHARLIE EINFELD returns from the Thousand Islands today.

JOE RIVKIN is back from that Coast jaunt of his.

"BUY NOW" SALES

(*Continued from page* 1)

in Kansas, Missouri and Oklahoma and give the Vitaphone shorts product openings in 79 cities in the three states.

RKO Pathe's New York exchange, presided over by Robert Wolff, has signed up 150 indpendent theatres in the metropolitan territory to play the Rooster line-up for the new season. Included in the deals are houses of the Consolidated; Sol Brill, Lee Ochs, Manhattan Playhouses, Prudential and Long Island and Frisch circuits.

E. M. Fay of Providence has joined the "Buy Right—But Buy Now" movement. He signed contracts with J. R. Grainger for the 48 pictures on the new season Fox program for his theatres, the Majestic and Fay's.

Theo. Dreiser Seems to Be A Poor Judge

Total $53,250 for 5 Theatres

DENVER—"An American Tragedy" won top honors here. After ringing up a gross of $17,500, which is $6,500 better than the normal take, it was sent into the Rialto for a second week. Perhaps Paramount's controversy with the author, Theodore Dreiser, helped to publicize the picture.

"Silence" proved to be another good box-office draw, grossing $17,750 at the Denver with a stage show. Par for this house is $15,000.

Estimated takings for the week ending August 20 and year-round weekly averages:

"SILENCE" (Para.)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco "Circus Days" Idea. Fred Schmitt and orchestra. **Gross:** $17,750. (Average, $15,000.)

"REBOUND" (RKO-Pathe)
HUFFMAN'S ALADDIN—(1,500), 35c 50c-75c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"MOTHER'S MILLIONS" (Univ.)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $8,000. (Average, $10,000.)

"AN AMERICAN TRAGEDY" (Para.)
PARAMOUNT—(2,000), 25c-35c-50c, 7 days. **Gross:** $17,500. (Average, $11,000.)

"CAUGHT" (Para.)
RIALTO—(1,040), 25c-35c-50c, 7 days. **Gross:** $3,500. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

"Honeymoon," "Blood" Lead In Providence

Total $43,300 for 5 Theatres

PROVIDENCE—"Sporting Blood" at Loew's State led the parade after a hectic neck to neck race with "Honeymoon Lane" at the Majestic. The race track feature managed to garner close to $16,000, which is two grand under average, but good considering the oppisish.

Majestic stuck close to the average line as the result of three personal appearances put in by Eddie Dowling and his wife, Ray Dooey, stars of "Honeymoon Lane." Biz was flat after week-end rush, but $10,000 was okay.

RKO Albee with "Traveling Husbands" was so-so at $7,000; Paramount also just about with "Smiling Lieutenant" at $7,500.

Estimated takings for the week ending Aug. 21 and year-round averages:

"SPORTING BLOOD" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $16,000. (Average, $18,000.)

"HONEYMOON LANE" (Para.)
MAJESTIC—(2,300), 20c-50c, 7 days. **Gross:** $10,000. (Average, $10,000.)

"SMILING LIEUTENANT" (Para.)
PARAMOUNT—(2,300), 20c-75c, 7 days. **Gross:** $7,500. (Average, $9,000.)

"TRAVELING HUSBANDS" (Radio)
RKO ALBEE—(2,500), 20c-50c, 7 days. **Gross:** $7,000. (Average, $9,000.)

"HIGH STAKES" (Radio)
RKO VICTORY—(1,600), 20c-50c, 7 days. Gross: $2,800. (Average, $6,500.)

Cool Weather Does Lots to Help Albany's Box-Offices

Total $29,310 for 5 Theatres

ALBANY—"Bought" at the Strand and "Transatlantic" at the Hall were the box-office magnets this week. A new cooling system and a re-decorated house, along with the Bennett picture, brought the crowds with a draw of $8,450 for the week at the Strand, normal business, which would have gone higher had it not been for daylight saving.

An o.k. of the picture by Chris Buckley, owner of the Hall, and added newspaper display advertising served to attract thousands to the Hall with "Transatlantic" as the feature. Cool weather throughout the week helped immensely. Other theatres around the city reported business as being good with the weather a big factor. The Strand reopened last week after being closed for a month or two for improvements.

Estimated takings for the week ending August 20 and year-round yearly averages:

"TRANSATLANTIC" (Fox)
HARMANUS - BLEECKER HALL—(2,300), 35-c50c, 6 days. **Gross:** $9,000. (Average, $10,000.)

"JUNE MOON" (Para.)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $5,100. (Average, $6,000.)

"RECKLESS HOUR" (F. N.)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $2,000. (Average, $2,250.)

"WOMEN MEN MARRY" (Headline)
RITZ—(1,146), 25c-35c, 3 days. **Gross:** $1,960. (Average, $2,250.)

"THE SECRET CALL" (MGM)
R-K-O PROCTOR'S—(1,500), 25c-60c, 3 days. **Gross:** $2,800. (Average, $3,000.)

"BOUGHT" (Warners)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $8,450. (Average, $8,500.)

'Dirigible' Is Omaha's Best With $15,500

Total $33,050 for 4 Theatres

OMAHA—There wasn't much to complain about in film circles, for only one theatre dropped below the normal figure. "Dirigible" topped all with a gross of $15,500 at the Orpheum, which beat par by $2,000. "Huckleberry Finn" also went over the top to the tune of $1,500, the intake at the Paramount being $8,500.

Estimated takings for the week ending August 21 and year-round averages:

"DIRIGIBLE" (Col.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. Vaude. **Gross:** $15,500. (Average, $13,500.)

"HUCKLEBERRY FINN" (Para.)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $8,500. (Average, $7,000.)

"KIKI" (U. A.)
STATE—(1,200), 25c, 4 days. **Gross:** $1,200. (Average, $1,200.)

"THE GREAT LOVER" (M-G-M)
STATE—(1,200), 25c, 3 days. **Gross:** $1,100. (Average, $900.)

"THE MALTESE FALCON" (Warners)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $3,000. (Average, $3,200.)

"THE VICE SQUAD" (Para.)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $3,750. (Average, $2,500.)

"BUY RIGHT—BUT BUY NOW"

Will Rogers Ace Draw in Minneapolis

Total $49,500 for 5 Theatres

MINNEAPOLIS—Will Rogers ran away with the dough this week at the Minnesota, "Young As You Feel" grossing $25,000, or $5,000 above par, at that house. Business in general wasn't so bad, thanks to cool weather.

(Continued on page 8)

Portland Fans Give "Sporting Blood" Cheers

Total $45,600 for 5 Theatres

PORTLAND—"Sporting Blood" led the field this week, copping off $17,900 at the Fox Paramount against an average intake of $12,000. "The Smiling Lieutenant" in its second week at the Broadway also clicked satisfactorily, the gross being $7,600, against a par of $5,000.

Estimated takings for the week ending August 20 and year-round averages:

"THE SMILING LIEUTENANT" (Para.)
FOX BROADWAY—(1,912), 25c-50c, 2nd week, 7 days. **Gross:** $7,600. (Average, $5,000.)

"TRUTH ABOUT YOUTH" (F. N.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,500. (Average for week, $3,000.)

"HONEYMOON LANE" (Para.)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,500. (Average for week, $3,000.)

"BOUGHT" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 35c, 7 days. **Gross:** $6,000. (Average, $4,000.)

"SPORTING BLOOD" (M-G-M)
FOX PARAMOUNT—(3,068), 25c-60c, 7 days. F. & M.'s "Hot Java" Idea. **Gross:** $17,900. (Average, $12,000.)

"THE MIRACLE WOMAN" (Col.)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $11,100. (Average, $10,000.)

"BUY RIGHT—BUT BUY NOW"

Maurice Big In St. Paul With $12,000

Total $32,500 for 4 Theatres

ST. PAUL—Maurice Chevalier set a new high mark for the Paramount when his "Smiling Lieutenant" took in $12,000 at the till. This is $4,500 above average and is box-office music.

(Continued on page 8)

'Caught' Nabs Philly Lead; $3,000 Over

Total $120,200 for 8 Theatres

PHILADELPHIA—Paramount's "Caught" caught the big dough in this city this week, going $3,000 over par with $21,000 at the Earle. Two others beat average figures, but not by a wide margin, "Huckleberry Finn" with an overage of $1,000 being the runner-up.

Estimated takings for the week ending August 20 and year-round weekly averages:

"WOMEN LOVE ONCE" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,700. (Average, $3,000.)

"CAUGHT" (Para.)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $21,000. (Average, $18,000.)

"TRANSATLANTIC" (Fox)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $24,500. (Average, $26,000.)

"THE MIRACLE WOMAN" (Col.)
KARLTON—(1,000), 40c-50c, 7 days. **Gross:** $6,000. (Average, $5,000.)

"HONEYMOON LANE" (Para.)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $11,000. (Average, $15,000.)

"HUCKLEBERRY FINN" (Para.)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. **Gross:** $41,000. (Average, $40,000.)

"SMILING LIEUTENANT" (Para.)
STANLEY—(3,700), 35c-50c-75c, 3rd week, 6 days. **Gross:** $8,000. (Average, $18,000.)

"DIRIGIBLE" (Col.)
STANTON—(1,700), 25c-65c, 3rd week, 6 days. **Gross:** $6,000. (Average, $11,000.)

"BUY RIGHT—BUT BUY NOW"

"Witness" Is Buffalo Ace With $15,000

Total $85,200 for 5 Theatres

BUFFALO—"The Star Witness" was the star attraction in town, clicking $15,000 against the Century's average intake of $12,000. "Young as You Feel," starring Will Rogers, also beat par by $300. Matinees were light, but evenings strong.

Estimated takings for the week ending August 21 and year-round weekly averages:

"SILENCE" (Para.)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show. **Gross:** $23,000. (Average, $25,000.)

"THE STAR WITNESS" (Warners)
CENTURY—(3,000), 25c-35c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"YOUNG AS YOU FEEL" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew's stage show. **Gross:** $22,800. (Average, $22,500.)

"WHITE SHOULDERS" (Radio)
HIPPODROME—(2,100), 25c-50c, 7 days. RKO vaudeville. **Gross:** $17,600. Average, $20,000.)

"ENEMIES OF THE LAW" (Krellberg)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $6,800. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Arnaud Completes First

First production in the Screen Columnist Series of shorts has been completed by Pierre Arnaud, featuring Denton Vane and Suzette Aubert with an atmospheric musical score by Lou Alter. James F. Clemenger as the "Screen Columnist" does the narration.



The Old Fightin' Cock's best comic line up in 25 years!

6 MASQUERS COMEDIES
Presented by Masquers Club of Hollywood

The star buy of all time! Something of a revolutionary nature in comedies. Production on feature scale.

6 JIMMY GLEASON COMEDIES

The master of slang as a prize fight manager in six laughters from Arthur (Bugs) Baer's Rufftown stories.

6 BENNY RUBIN COMEDIES

One of America's most highly paid variety artists—the funniest man on the screen. A whiz-bang fun series!

COMEDIES

The Old Fightin' Cock crows every Friday night 10:30 N. Y. time, RKO



6
FRANK McHUGH COMEDIES

The comedian who created the "drunken reporter" in films, in a series all his own that's caused a riot!

6
MR. AVERAGE MAN COMEDIES
starring
EDGAR KENNEDY

Domestic stuff with a humorous angle—and how Ed Kennedy can make 'em laugh! This one's a natural.

6
TRAVELING MAN COMEDIES
starring
LOUIS JOHN BARTELS

The great stage comedian of "The Show-Off" in a series about a traveling man! Pep—snap—and fun!

6
GAY GIRLS COMEDIES
starring
JUNE Mac CLOY

With Marion Shilling and Gertrude Short assisting. Just a trio of innocent gals out for—men's gold!

6
MANHATTAN COMEDIES
3 of which feature
DAPHNE POLLARD

Third year of this successful series of shorts. Three with Daphne Pollard, and other famed comics!

from RKO PATHE

RKO PATHÉ

P. S.—Pathe News Is Still the Leading Newsreel—Pathe Review Is Still the Leading Screen Magazine!

Trailers Sell

READ THIS LETTER!

East Orange's Exclusive Photoplay House

THE NEW STRAND

AT GROVE AND MAIN STREETS, EAST ORANGE, N. J.

PHONE ORANGE 460 461 462

July 15,1931

Mr. Herman Robbins, President,
National Screen Service,
126 West 46th Street,
New York, N. Y.

Dear Mr. Robbins:

I am sure you will be interested in the results of a test made recently in my theatre, The Strand, in East Orange, New Jersey.

Like all exhibitors, particularly in these times when every dollar must count, I was anxious to know what form of advertising was bringing me the most business.

For two days during the showing of "Skippy" and two days during the showing of "Strangers May Kiss" patrons were asked to indicate on the enclosed ballot their reason for attending the show. They had been previously advised of the test by a screen announcement.

In the four days there were 8134 admissions. I received 1265 answers, 80% of them, by mail. The results are enclosed.

Inasmuch as this is a second-run house and both "Skippy" and "Strangers May Kiss" had tremendous "word of mouth" advertising, I was not surprised at the showing this question made. I use thirteen newspapers, in surrounding towns - going as far even as Newark - and the high percentage for newspapers certainly was a complete vindication for this form of advertising.

But what surprised and pleased me most was the high effectiveness of the trailers. There were 218 patrons - 17¼% - who came in solely because of the trailers. Considering that thirty-five admissions - about nine a day - paid their cost, they certainly are profitable.

I know that you and exhibitors in general will be interested in these figures and you have my permission to use them.

Sincerely yours,

Adolph J. Rettig

Directing Manager.

AJRettig
D



Adolph Rettig, Mgr. The New Strand



The New Strand, East Orange, N. J., seating 1200

The ballot on which patrons voted

Advertising that brought me to this theatre to see "Skippy" or "Strangers May Kiss" or both was

(*Mark with an X in square or squares*)

- ☐ NEWSPAPER ADVERTISING
- ☒ TRAILER ON THE SCREEN
- ☐ POSTERS
- ☐ LOBBY DISPLAY
- ☐ IN THE THEATRE PROGRAM
- ☐ WAS TOLD BY OTHERS TO SEE THEM
- ☐ I CAME THRU HABIT

Name W. Ryerson (PLEASE SIGN YOUR NAME)

Address 74 Mitchell Place

City East Orange

Seats! And How!

RESULTS OF TEST		
Newspapers	244	19 1/4%
Trailer	218	17 1/4%
Poster	162	12 4/5%
Lobby	54	4 1/5%
Program	145	11 1/2%
Others Told Me	333	26 1/3%
Habit	109	8 1/2%
	1265	99 5/6%

Here's how one exhibitor found out—

SO CAN YOU!

"What brought you to this theatre?" Adolph Rettig, Manager of The New Strand, East Orange, N. J., asked 8134 patrons. 1265 told him. 333 said "others told me." 244 said Newspaper Advertising. 218 said "THE TRAILER ON THE SCREEN." And only 9 admissions a day paid the cost of the trailers. *The rest was profit!*

Trailers sell seats—*profitably, economically.* Because they sell pictures WITH PICTURES . . . to amusement-minded audiences. No waste circulation. Your screen is the focal point for all eyes—*your patrons can't help seeing your trailers.*

More than 8000 theatres served!

NATIONAL SCREEN SERVICE

NEW YORK • DALLAS • CHICAGO • LOS ANGELES

"A SERVICE TO FIT EVERY THEATRE'S POCKETBOOK"

Operators Now Return to Full Pay; Gave Cut

(Continued from page 1)

them by the projectionists.

"There were no strings attached to the voluntary reduction by the operators," he declared. "We did it because we felt it our duty to help the theatre owners in time of need. We've got to work together for peace and prosperity."

From the offices of the Moving Picture Machine Operators Union of Greater New York, Local 306, came a denial of published reports that the Brotherhood of Motion Picture Operators of North America, which dispatched a number of operators by airplane to Chicago, is affiliated with the American Federation of Labor. Secretary Morris J. Rotker said that ten men transported in this manner immediately returned to New York by train.

Two-Man Stagehand Rule at Saenger

NEW ORLEANS — Controversy between the stagehands' union and the Saenger management over the number of men to be employed under the new policy shows was settled by R. J. O'Donnell, director of theatre management, and William Weber, stagehands' president. Agreement reached will allow use of two men for shows produced in one set; any show using full stage will require full crew.

Union Victor in San Diego Operator Fight

SAN DIEGO—With management of the Spreckels Theatre agreeing to the union's demand for five operators, union operators went on duty at the theatre Friday. The injunction restraining union interference with operation of the house is being dismissed. Joe Russo of the union negotiated the settlement with Joe Franklin and Ben Bernstein in Los Angeles.

Three Theatres Dark In Galveston Row

GALVESTON—Due to differences with the projectionists' union here, three theatres remain dark—Dixie and Key, Martini's theatres, and the Tremont, Publix. Publix and Martini are asking a cut in scale or they will keep their houses closed.

Pittsburgh Exhibitors Await Operator Deadline

PITTSBURGH—This week is expected to mark deadline in deliberations between independents and union operators. The exhibitors are demanding a one-man-in-the-booth policy and reduction of the scale.

One Man Policy Adopted

WACO, Texas—M. Lemke has signed up with the union here and has reopened his three houses which were dark for several weeks. The projectionists agreed to a cut in scale and one man in booth.

Dictionary and Thesaurus Are Banished by Fox Edict

(Continued from page 1)

milk and honey in the promised land. And their flow throughout the years from nickelodeon to de luxe palace has lost none of its force, or been diminished none the less in point of volume.

Without doubt, the average reader perusing the drama pages is fundamentally guided but by four things in his selection of entertainment: The players in the picture, the story background, the producer, and the title. If some one or all of them conform to his personal likes, and strike an appealing note, he goes to that show; otherwise, he reads on.

The public has long since become accustomed to the old 'wolf, wolf' call, and has more or less developed the ability to discern the 'real McCoy' in picture entertainment.

The hodge podge of pretty sounding words and phrases found in the typical theatrical ad are no more than what they are, mere words.

Hokum!

Despite the fact that the astute showman knows that the most valuable advertising comes by way of word of mouth, and that the greatest effort in advertising will not support a 'weak sister,' he finds it hard to resist temptation to smear it on, and smear it on thick when there is no justification for doing so.

The foregoing has all referred to copy, and the lethargic change it has undergone throughout the years. As for form, the same backwardness in keeping in step with the times is apparent.

While the last few years have seen the rise of the cinema palace embodying the ultra modern in design and structure, the form and copy of its sales counter has not progressed at the same pace.

The ads of today, and those of five and ten years back, show very little change. For the most part, and with few exceptions, they still show the same moid, crowded blendings of illustrations and pretty words—the idea being to get the greatest content in the boundaries allowed.

Modernism in advertising demands simplicity, both in form and copy. It demands that the form shall follow the function. In the case of theatrical advertising, the function is to acquaint the reader with what he is most vitally interested, the cast, the producer, the title, and story background, and to give him this information in the simplest way—sans flourish, super superlatives, hokum, and unwieldiness.

Why doesn't the home office publicity department do something? It will.

Vincent Will Wield Protest Meet Gavel

(Continued from page 1)

sylvania, Southern New Jersey and Delaware, which is sponsoring the meeting. Vincent has signified his willingness to serve.

Twenty-one exhibitor units, say sponsors of the meeting, representing both M. P. T. O. A. and Allied affiliates, have signed their intention of being represented at the New York meeting, the purpose of which is to protest against the sales policy of M-G-M, which the Philadelphia zone unit brands as unfair. The exhibitors are particularly concerned over M-G-M's percentage demands. Other company policies also are to come under fire at the September meeting, as will the score charge and other matters considered irksome by exhibitors.

"BUY RIGHT—BUT BUY NOW"

New Product Sales Nicked by Closings

(Continued from page 1)

the closing of more than 100 independent theatres in the metropolitan area because of the labor dispute with the Chicago Operators' union.

Country buying continues in good volume and negotiations with circuits in the metropolitan area are unaffected by the labor situation. General indecision among independents, however, has brought buying negotiations to a definite standstill in the unaffiliated field. Added to the selling handicaps brought on by the labor situation is the difficulty salesmen find in establisheing contacts with the owners of the 100 closed theatres who, naturally, cannot be located at their properties as readily as before the closings.

All Chicago exchanges report a general retarding of sales at this time, and attribute it solely to the situation created by the independents' deadlock with the Operators' union.

"BUY RIGHT—BUT BUY NOW"

Fannie Brice to Court

Fannie Brice must appear in Supreme Court August 26 for examination as to details of her suit for $125,000 for alleged breach of contract by the Art Cinema Corp.

Fox Slapping Back in Row with Wampas

(Continued from page 1)

over since the selection of the Wampas baby stars was announced, with Fox players ignored on the list. Eight representatives of Fox or allied companies have resigned from the Wampas as a result and the new "debutante stars" idea is Fox's answer to the alleged slight.

Because the company "shares with no one either the responsibility or the glory accruing from its public for the selections made," no "pernicious motives for the promotion of undeserving aspirants, nor the denial of expression of the deserving can hereafter be effected," officials stated. This statement is taken as a direct slap at the Wampas' selection.

"BUY RIGHT—BUT BUY NOW"

Meehan Editor of "Hollywood Herald"

(Continued from page 1)

has been fulfilling the office of general manager of *The Hollywood Herald* since its establishment.

"Mr. Meehan has had wide experience in newspaper and motion picture production activities and is exceptionally qualified to discharge interestingly, expertly and dependably the duties of his new position.

"In leaving *The Hollywood Herald,* Mr. Johnston, whose resignation has been regretfully accepted, takes with him the heartiest best wishes of all of the executives and staff members of the Quigley Publications.

"MARTIN QUIGLEY."

Meehan was scheduled to assume his new duties today.

"BUY RIGHT—BUT BUY NOW"

Mankiewicz, Heath Made Para. Producers

HOLLYWOOD—Herman J. Mankiewicz and Percy Heath, Paramount writers, have been made producers. Mankiewicz has been writing in Hollywood since 1926 and as his last job supervised "Monkey Business." Heath has been under contract with Paramount for the past five years as a writer.

Business on Upward Trend In Cleveland

Total $79,500 for 6 Theatres

CLEVELAND—Business showed a decided upward trend at all first runs, with the Allen and the State going over average. "Sporting Blood" took in $21,000, or $1,000 above par, at the State, and Will Rogers in "Young as You Feel" beat normal by the same margin, grossing $19,000.

Estimated takings for the week ending August 20 and year-round weekly averages:

"TEN NIGHTS IN A BAR ROOM" (State Rights)
WARNER'S LAKE—(800), 40-60c, 7 days. **Gross:** $3,000. (Average, $5,000.)

Week ending August 21:

"YOUNG AS YOU FEEL" (Fox)
ALLEN—(3,300), 30c-60c, 7 days. **Gross:** $19,000. (Average, $18,000.)

"THE PRIVATE SECRETARY" (German)
ALHAMBRA—(1,400), 50c, 7 days, evenings only. **Gross:** $3,500. (Average, $4,000.)

"COMMON LAW" (Pathe-RKO)
RKO HIPPODROME—(3,800), 25c-35c-75c, 2nd week, 7 days. **Gross:** $10,000. (Average, $15,000.)

"THE RUNAROUND" (Radio)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. **Gross:** $23,000. (Average, $23,000.)

"SPORTING BLOOD" (M-G-M)
STATE—(3,600), 30c-60c, 7 days. **Gross:** $21,000. (Average, $20,000.)

"BUY RIGHT—BUT BUY NOW"

Chevalier Big in St. Paul; Does $12,000

(Continued from page 3)

Other first runs hit around the average mark.

Estimated takings for the week ending August 21 and year-round averages:

"THE SMILING LIEUTENANT" (Para.)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $12,000. (Average, $7,500.)

"MURDER BY THE CLOCK" (Para.)
RIVIERA—(1,000), 25c-35c50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"THE COMMON LAW" (RKO-Pathe)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Vaude. **Gross:** $12,000. (Average, $12,000.)

"A HOLY TERROR" (Fox)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,000. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

Will Rogers Tops All In Minneapolis Week

(Continued from page 3)

Estimated takings for the week ending August 21 and year-round weekly averages:

"UP POPS THE DEVIL" (Para.)
ASTER—(812), 20c-25c, 7 days. **Gross:** $1,500. (Average, $1,500.)

"A HOLY TERROR" (Fox)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,500. (Average, $2,500.)

"YOUNG AS YOU FEEL" (Fox)
MINNESOTA—(4,000), 30c-75c, 7 days. Vaude. **Gross:** $25,000. (Average, $20,000.)

"THE COMMON LAW" (RKO-Pathe)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaude. **Gross:** $14,000. (Average, $14,000.)

"MURDER BY THE CLOCK" (Para.)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $6,500. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

Billingsley Elected

SAN FRANCISCO—Floyd M. Billingsley, business agent of the Motion Picture Operators' Union, Local 162, has been elected seventh international vice-president of the I. A. T. S. E., succeeding Cleve Beck, resigned.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 73 NEW YORK, TUESDAY, AUGUST 25, 1931 TEN CENTS

Police Guard Chi Theatres In Union War

Indie Theatres Operating With New York Men

CHICAGO — Poice yesterday were guarding local independent houses which are operating with projectionists brought here from New York. Meanwhile, what promises to be a bitter fight to the finish is planned by Tom Maloy, boss of the Chicago operators' union, against Allied theatres which reopened Sunday night under a temporary injunction restraining the police from arresting their unlicensed operators.

Previous to the restraining order, issued by Superior Judge Ross C. Hall, 20 operators on Saturday were taken to police stations charged with

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Sympathy Strike Operator Threat

INDIANAPOLIS—Further complications in the theatre-musicians conflict were brought about by the threat of projectionists and stagehands that they would go out if musicians were not reinstated.

The ultimatum was issued to the management of the Lyric, where the musicians have been out since the first of August. A. J. Kalberer, manager,

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Distribs Eager For New Contract

New standard form of licensing agreement will be put into effect by distributors as speedily as possible in their effort to alleviate the present contract situation. Distributors now are studying the legal phases of the situation and are eager to get the new contract form working as speedily as possible.

The delay in ratification of the new

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Smith Out? Old Yarn And Untrue, Says He

That monthly report anent Courtland Smith is making the rounds again. This time it is reported Smith severs connection with Pathe News and Trans Lux September 1. Said Smith yesterday:

"Some people undoubtedly would

(*Continued on page 8*)

Those Canny Canucks

Montreal—Shareholders of Famous Players Canadian Corp. who refused to turn in their shares 15 months ago for stock certificates of Paramount Publix are again doing some crowing because of the fact that the Canadian company has declared a dividend of 50 cents in cash for the quarter ending September 1, this being the regular yield.

What trading there has been in the original Canadian shares has shown their market value to be relatively greater than Paramount Publix, this being the cause of some comment on the street a short time ago.

Ask $250,000 For Loss of FN Franchise

SAN ANTONIO—A value of $250,000 is placed upon the First National Picture franchise in this city by the Commerce Realty Co. in a suit filed in the District Court against Publix Theatres and the San Antonio Amusement Co., operators of the Aztec Theatre here.

The Commerce Realty Co. owned and operated the Aztec until January 1, 1929, when Publix took the theatre over on a 10 year lease. With the lease went a First National franchise which expires January 1, 1945. Publix continued to show First National

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

Fox Deals for 41 Houses Being Set

Deals for the sale of 41 Fox eastern theatres to independents are still in negotiation. One of them is the M. E. Comerford deal for 38 upstate New York houses while the other is for three Bronx theatres to M. Silverman. Harry Arthur, general manager of the circuit, leaves next week on a periodical visit to all Fox houses under his jurisdiction. In both instances no money has changed hands.

R. Chatterton Tells All the Para. Inside

HOLLYWOOD—Now that she is all set to join Warners, Ruth Chatterton apparently feels differently about allegiance to Paramount.

In an exclusive interview with a reporter for *The Hollywood Herald,* Miss Chatterton takes a shot at the Paramount studio for its handling of "The Magnificent Lie," her currently released picture. She says the original story, "Laurels and the Lady," by Leonard Merrick, was purchased at her suggestion because it had "excellent possibilities."

"All that was retained or it was the

(*Continued on page 7*)

"BUY RIGHT—BUT BUY NOW"

AMPAS--WAMPAS Have Baby Trouble

Randy Lewis, long-standing friend of Vic Shapiro, is seeking to interest the AMPA in passing a "chastise" resolution directed at the Wampas for what he considers its "attitude" toward Shapiro in the funfest revolving around selection of the Wampas "Baby Stars" in which the Fox candidates were not included.

From Hollywood Lewis has wired

(*Continued on page 8*)

Independents to Produce 300 Features, 900 Shorts

HOLLYWOOD—Three hundred features and 900 shorts are scheduled for production by independents for the new season, according to estimates.

Included in the list are pictures of Columbia, Tiffany, Trem Carr Studio, Howard Hughes, J. G. Bachmann, Benny Zeidman, Selznick-Milestone and Perfection.

The sudden boom of independent production means work for actors, writers and technicians. It will help mightily in relieving unemployment. Because of changing policies on long term contracts and salaries, many prominent players have joined the ranks of free lancers, so the independents have plenty of names available.

Hughes is putting out eight pictures, starting with "The Age for

(*Continued on page 8*)

Loew Invasion Of Philly Set; Gets Keith's

Takes Over Former P.P. Flagship Sept. 1

Loew's on September 11 will begin its invasion of the Philadelphia territory with acquisition of Keith's, erstwhile Paramount flagship in the Quaker City. The theatre is being leased from Warners, which took it over following settlement of its difficulties with Paramount.

Keith's will play M-G-M and United Artists product under the new regime. Loew's began negotiations for the house some time ago after a rift is said to have developed between M-G-M and Stanley-Warner on product.

The first picture to be presented by Loew's at Keith's is "Street Scene," United Artists picture, states Col. E. A. Schiller, operating head of the circuit.

Lease of Keith's by Warners pre-

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Loew's Slice Price Scale in Cleveland

CLEVELAND — Picture admission prices will drop here Friday when the Loew theatres in that city will put into effect the most radical price reductions made at any one time in Cleveland's show history.

The cuts affect every Loew theatre in Cleveland and range from 16 to 40 per cent., covering matinees and nights, children and adults. Loew's picked as the time to put in the price-slashing the eve of the fall season.

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

M-G-M Loses Point In N.W. Breach Case

MINNEAPOLIS—Demurrer of M-G-M to the defense of George Carich, Mohawk Theatre, St. Paul, who declared the company's contract is illegal because it lacks mutuality, was overruled in District Court here, Judge Clyde R. White ruling that

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Settlement of Cagney Jam Now Under Way

Negotiations for settlement of the James Cagney-Warner dispute are under way, it is reported. Deliberations call for return of the star to the studio at an early date.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 25, 1931 No. 73

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

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Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Hungry

ANYONE who will stop long enough to listen these days will hear this theory and that about why the public isn't supporting picture theatres. We believe we know the answer, even if we can't supply the cure. This is it:

The public has never stopped being show-hungry. Take a peek at box-office reports as they make their appearance in MOTION PICTURE DAILY for proof that folks will spend money to see what they want to see.

THE trouble is there aren't enough sure things to supply the demand. As an example of what can be done, you will find no better instance currently than the experience of the Palace, here in New York, where the same all-star vaudeville bill has had the doors bulging with the paying public for six weeks running.

Today, picture fans won't be satisfied with clucks, near and otherwise. It may be too bad for Hollywood, but nevertheless, this happens to be the truth.

AN old observation and perhaps tiresome, to boot, but the indisputable fact remains that, give the public what it wants to see, and it will pay for it, depression times or boom times notwithstanding.

KANN

Purely Personal

"JIMMY" FISHMAN'S excellent pitching helped Columbia tighten its grip on first place in the Motion Picture Basball League when it defeated RKO by a score of 3 to 12. Fishman won over Pitcher Schultz of RKO even though each allowed but two hits.

GORDON WHITE, Educational's director of advertising and publicity, has a best wishes card from Ama, the Tiff chimp, whose acquaintance he made during his recent Coast visit.

BURT KELLY, says Gordon, is plenty busy on the Tiff lot in Hollywood. The veteran Publix executive is keeping an eye on all phases of production activity.

EDDIE CANTOR is to leave Los Angeles next Monday to attend New York premiere September 14 of his new picture, "Palmy Days," at the Rivoli.

MIKE SIMMONS, a Cape Cod vacation behind him, is back on the job at Educational-Tiffany-World Wide.

PATSY REIS, Howard Dietz's secretary, just regrets leaving the Coast for New York.

JEFF MCCARTHY is due back from the cures abroad shortly.

"BUY RIGHT—BUT BUY NOW"

Combining All Fox Publicity, Advertising

Merging of all publicity and advertising departments of Fox companies with Glenn Griswold as head is understood to be under way. Announcement of the new set-up is expected to be made this week.

Gabe Yorke, assistant to Griswold, yesterday arrived in New York from the Coast. His new post will be set this week.

Four Hour Show

Loew's State has a four hour show with six pictures and six acts of vaudeville. Five shorts are on the bill with the feature, "A Great Lover."

Brandt Confident Of Columbia Future

Net earnings of Columbia for fiscal year ending June 27, 1931, shows a loss of $469,089 over the 1930 period with net profits for the current fiscal year listed at $560,869, equal to $3.09 a share on the common as compared with $1,029,958, or $6.11 for the previous 12 months.

In commenting on the report Joe Brandt, president, looks forward to the future with confidence. He said that "A substantial amount of income, which normally would have been received from the distribution of our pictures in Great Britain and the Irish Free State, will not be received until after the beginning of the new fiscal year as a result of our having changed to a percentage basis of distribution in those countries in the expectation of greater ultimate income under that arrangement.

"Furthermore, on account of the uncertainty of conditions prevailing in Australia and declining foreign exchange, it was deemed advisable to sell the Australian pounds and bonds derived from the distribution of our pictures in Australia, resulting in a shrinkage of $86,452.91, all of which amount was charged against profit during the last quarter although these rentals were actually accumulated for the entire period dating from April, 1930, to the end of the present fiscal year," he said.

"BUY RIGHT—BUT BUY NOW"

Gable Re-Signs

HOLLYWOOD—Apparently they believe Clark Gable is headed for stardom over at M-G-M. Following return from Europe of Irving Thalberg, the player's old contract was scrapped and a new one closed at appreciably more salary for the performer.

Stocks Off; W. B. Sales Big: 7,600

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¾	7½	7½	— ¼	300
Consolidated Film Industries pfd	13¾	12½	12⅝	— ⅞	1,100
Eastman Kodak	139½	136¾	139½	+ 3⅛	2,900
Fox Film "A"	13⅜	13	13⅜	+ ⅛	4,000
General Theatre Equipment new	2½	2¼	2⅜	.....	4,300
Loew's, Inc	47¼	46⅛	47⅛	— ¼	3,000
M-G-M pfd.	25⅛	25⅛	25⅛	+ ⅛	100
Paramount Publix	23½	22⅞	23	— ½	5,000
Pathe Exchange "A"	5⅝	5⅛	5⅛	— ⅜	600
RKO	14¼	14	14⅛	— ⅛	1,600
Warner Bros.	8⅛	7¼	8⅛	.....	7,600

All Issues Off; G. T. Sales 1,700

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9	8⅞	9	+ ½	200
Fox Theatres "A"	2⅜	2⅜	2⅜	.....	400
General Theatre Equipment pfd	4¼	4	4	— ⅛	1,700
Sentry Safety Control	⅝	⅝	⅝	.....	300
Technicolor	6⅛	6⅛	6⅛	— ⅜	200
Trans Lux	4¾	4¾	4¾	— ⅛	500

G. T. Bonds Drop 2⅞ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	22½	20⅝	20⅝	—2⅞	20
Keith B. F. 6s '46	67	67	67	— ½	10
Loew's 6s '41 ex war	98¾	98	98	— ½	19
Paramount Broadway 5½s '51	103	103	103	— ½	1
Paramount F. L. 6s '47	85½	85	85	—1	5
Paramount Publix 5½s, '50	78	78	78	.....	1
Pathe 7s '37 ww	93	92	93	.....	17
Warner Bros. 6s '39 wd	54	52¼	54	.....	46

Police Guard Chi Theatres In Union War

(*Continued from page* 1)

running projectors without licenses. They have been ordered to appear in court to answer the charges.

C. K. Creiger, new examiner of operators, who ordered the men's arrest, was accused of stalling in his failure to facilitate licensing of the new men. Plans for fighting the theatres are under way by Maloy who will move to have the injunction dissolved in a hearing today before Judge Hall. Maloy stressed the reputed fire hazard and assailed W. A. Steffes in his radio talk Sunday night. Maloy will seek a court order to attach theatre receipts for back pay for operators since the houses closed.

Fifteen exhibitors who reopened Sunday night, ran their own machines and state they will continue to do so. At Auditorium headquarters, Steffes and Aaron Saperstein, head of the Chicago Allied unit, expressed satisfaction over the "present victory" and are awaiting Maloy's next move. The possibilities of serious trouble in the near future are recognized but not discussed by Saperstein and Steffes.

"BUY RIGHT—BUT BUY NOW"

High Tariff Halts Mexican Shipments

Faced by an import tariff which provides an increase of 67 pesos (about $33.50) per kilogram on film, American distributors have stopped shipment of product to Mexico. If the Mexican government persists in adhering to what the trade here regards as a tariff under which they cannot operate, Mexican theatres, which depend on American pictures for bulk programs, may have to close.

The industry maintains a Mexican Film Board of Trade in Mexico City which is leading the campaign for a downward revision in the levy. Labor organizations and employes of theatres, as well as exhibitors, are cooperating in the movement.

Film stocks now on hand in Mexico are declared to be sufficient to keep theatres open for two more months.

"BUY RIGHT—BUT BUY NOW"

Visitors

Bert F. Lyon, Warners' Canadian sales manager, is in New York conferring with Claude E. Ezell.

Joe Vergesslich, Warner-First National branch manager in Chicago, is here, accompanied by Earl Silverman of the same exchange.

C. J. Musselman, Paris (Texas) exhibitor, is in New York and yesterday visited the Warner office.

Walter Meyers, head of Warners' Eastern Casting Bureau, returns from the Coast next week. Has been off on a talent-scouting trip for Warner presentation houses.

Lil Dagover arrives on the *Ile de France* today enroute to Hollywood to make pictures for First National.

"BUY RIGHT—BUT BUY NOW"

Franklin Here

Harold B. Franklin arrived in New York yesterday from the Coast and starts for Hollywood again the end of the week.

AN AD FOR YOU TO RUN IN YOUR HOME TOWN

Dear Friends:

ONE of the greatest surprises to come out of the motion picture studios in Hollywood for a long time is the picture called "East of Borneo" which will open at this theatre on (insert date). The producers have kept it more or less a secret. Universal Pictures Corporation sent an expedition to some of the islands in the southern seas and gathered material for what they hoped would be a sensationally melodramatic production. They did not realize what a sensation they had on their hands until they got back to Hollywood, developed and printed the films, pieced them together and added some connecting "shots."

THEN they knew!

IN "East of Borneo" they have made a production which will startle you. It will give you thrill after thrill. It is a magnificent story of love, adventure and the most daring kind of stunts. Some scenes were made in the jungle. We admit quite frankly we haven't the least idea how they found a way to make them. Danger was defied. Terrific chances were taken. Nothing was overlooked to make it an out-and-out sensation, which it will undoubtedly be all over the world.

WE strongly urge you to see it. It is the sort of picture man, woman and child will enjoy as they have seldom enjoyed any entertainment before.

IT is, in our opinion, the surprise picture of the year and it will be talked about for years to come!

REMEMBER, it opens here on (insert date).

(THEATRE NAME HERE)

"Am. Trag." Nearest Par In Okla. City

Total $24,200 for 4 Theatres

OKLAHOMA CITY—All houses here are off, with "An American Tragedy" coming nearest to ringing the bell last week. It grossed $7,500 at the Criterion, which is below average, but good considering general conditions.

Estimated takings for the week ending August 21 and year-round weekly averages:

"AN AMERICAN TRAGEDY" (Par.)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $7,500. (Average, $8,000.)

"SPORTING BLOOD" (M-G-M)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $5,400. (Average, $7,000.)

"DIRIGIBLE" (Col.)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $6,000. (Average, $7,500.)

"THE COMMAND PERFORMANCE" (Tiffany)
LIBERTY—(1,500), 10c-25c-35c-50c, 7 days. Al and Loie Bridge vaude. **Gross:** $5,300. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

Rogers Tied For Lead in Houston Run

Total $31,300 for 4 Theatres

HOUSTON—Will Rogers in "As Young As You Feel" gave battle to M-G-M's prize package, "Politics," and when the smoke had cleared, it found the two in a tie at $12,000. "Dirigible" got average business at the RKO Majestic and "Transatlantic" sunk to $3,300 at the Kirby.

Estimated takings for the week ending August 20 and year-round weekly averages:

"TRANSATLANTIC" (Fox)
KIRBY—(1,654), 25c-35c-50c, 7 days. **Gross:** $3,300. (Average, $5,000.)

"POLITICS" (M-G-M)
Loew's State—(2,700), 25c-35c-50c, 7 days. **Gross:** $12,000. (Average, $7,000.)

"YOUNG AS YOU FEEL" (Fox)
METROPOLITAN—(2,512), 25c-35c-50c, 7 days. **Gross:** $12,000. (Average, $7,000.)

"DIRIGIBLE" (Col.)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

Clifford and Shreck Resign; Kane to N. Y.

George Clifford, who has been connected with the Quigley Publishing Company in the capacity of business manager since 1920, has resigned.

Clifford joined the New York headquarters of the Quigley Publishing Company late last year. He is returning to Chicago to become associated with a Chicago publishing enterprise.

Sherwin A. Kane, who has been Chicago editorial representative of Quigley Publications, has been transferred to the New York staff of *Motion Picture Herald*, succeeding Jay M. Shreck, resigned.

Gag Gangs

TAMPA—Gang pictures seem to be getting the gate here, as two of Tampa's de luxe houses are using the catch line "not a gang picture" in their billing this week. The Tampa is showing "The Public Defender" and the Victory has "Up for Murder," with both carrying the catch line.

Balto. Gives 'Pardon Us' a Big $28,000

Total $80,125 for 8 Theatres

BALTIMORE—"Pardon Us," first full-length feature with Laurel and Hardy proved an outstanding hit at Loew's Century, doing $9,000 over the average with the Loew-Capitol stage unit "Hi Ho Presto," on the same program. Picture was helped by large newspaper ads, part of a national campaign. Audiences rolled in their chairs during first couple of reels, but laughs not so strong in latter part.

All other first-runs were above average but the Auditorium which started its season with "The Mystery of Life," with lecture by Clarence Darrow, flopped. Constance Bennett in "Bought," at Keith's was $2,500 above normal; Will Rogers in "Young As You Feel," did $1,000 better than average and "Silence" was $500 over.

"Politics" continued to pull heavily at the Valencia and Parkway simultaneously after having been shown all week at Loew's Stanley.

Estimated takings for the week ending Aug. 20 and year-round averages:

"MYSTERY OF LIFE" (Universal)
AUDITORIUM—(1,600), 25c-50c, 6 days. **Gross:** $2,925. (Average, $3,500.)

"BOUGHT" (W.B.)
KEITH'S—(2,500), 25c-50c, 6 days plus a Sunday midnight show. **Gross:** $8,000. (Average, $5,500.)

Week Ending Aug. 21.

"NIGHT NURSE" (W.B.)
WARNER'S METROPOLITAN—(1,300), 2nd week, 15c-50c, 6 days. **Gross:** $4,800. (Average, $4,500.)

Week Ending Aug. 22

"PARDON US" (M-G-M)
LOEW'S CENTURY—(3,076), 25c-60c, 6 days. Loew Capitol stage unit, "Hi Ho Presto." orchestra. **Gross:** $28,000. (Average, $19,000.)

"POLITICS" (M-G-M)
(Shown uptown after one week at Loew's Stanley downtown.)
LOEW'S PARKWAY—(987), 15c-35c, 6 days. **Gross:** $5,200. (Average, $3,500.)

"SILENCE" (Paramount)
LOEW'S STANLEY—(3,522), 25c-60c, 6 days. **Gross:** $18,000. (Average, $17,500.)

"POLITICS" (M-G-M)
(Shown downtown after one week at Loew's Stanley downtown.)
LOEW'S VALENCIA—(1,487), 25c-35c, 6 days. **Gross:** $4,200. (Average, $2,800.)

"YOUNG AS YOU FEEL" (Fox)
NEW—(1,600), 25c-50c, 6 days. **Gross:** $9,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

For Trust Law Change

The New York American yesterday editorially sponsored revision of the Sherman anti-trust laws "with proper legal safeguards to insure against predatory practices and the exploitation of the consuming public."

"Front Page" Gets $15,000 Frisco Take

Total $139,550 for 9 Theatres

SAN FRANCISCO—"Front Page" was the bell-ringer here last week, running up a gross of $15,000 at the United Artists, which topped the house average by $4,000. It will probably go three weeks.

"Dirigible" was runner-up getting $14,150 at the Orpheum, where the average is $12,000.

Estimated takings for last week and year-round weekly averages:

Week ending August 18:

"THREE GIRLS LOST" (Fox)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Four acts RKO vaudeville. **Gross:** $14,850. (Average, $15,000.)

"DIRIGIBLE" (Col.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $14,150. (Average, $12,000.)

Week ending August 19:

"TRANSATLANTIC" (Fox)
FOX—(4,600), 35c-60c, 7 days. F. & M. stage show and Walt Roesner. **Gross:** $35,000. (Average, $35,000.)

"MURDER BY CLOCK" (Par.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band. **Gross:** $21,000. (Average, $21,000.)

"FRONT PAGE" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c, 7 days. **Gross:** $15,000. (Average, $11,000.)

"LAUGHING SINNERS" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower band and stage revue. **Gross:** $13,000. (Average, $13,000.)

Week ending August 20:

"VIKING" (Ind.)
WARNERS—(1,385), 35c-50c, 7 days. **Gross:** $4,850. (Average, $10,500.)

Week ending August 21:

"HUCKLEBERRY FINN" (Par.)
PARAMOUNT—(2,750), 25c-35c-50c, 7 days. Jess Stafford band. **Gross:** $15,000. (Average, $19,000.)

Week ending August 22:

"MERRY WIVES OF VIENNA" (German)
COLUMBIA—(1,700), 35c-50c-75c, 7 days. **Gross:** $6,700) (Average, not determined.)

"BUY RIGHT—BUT BUY NOW"

Sympathy Strike Operator Threat

(Continued from page 1)

said that the Lyric merely changed policies and that the musicians were not locked out or on a strike.

Kalberer also said that the Lyric could get along without the stagehands and that the house would not close if the projectionists went out.

The Indiana Skouras-Publix theatre officials would not make any statement as to whether or not they had received any statement similiar to the one delivered to the Lyric. The Indiana did away with stage shows at the same time as the Lyric.

Stage shows were done away with when the musicians and the theatres could not agree on renewal of the yearly contracts. Attendance has fallen off at the Lyric to a great extent, but business at the Indiana is holding up.

"BUY RIGHT—BUT BUY NOW"

Tired of Beekay

HOLLYWOOD—Alice White airmails Florabel Muir and her *Hollywood Herald* column that she is getting "fed up" on Balaban and Katz. "They make a lot of promises, but don't keep a blankety one of them," Alice wails to Florabel.

Rogers Best Seattle Bet At $15,000

Total $60,500 for 7 Theatres

SEATTLE—Strong attractions brought improved business here last week with "As Young as You Feel" the high money-getter with a take of $15,000. This was $3,000 above average. "Huckleberry Finn" at the Fox Paramount was good for $13,000, which is $1,000 better than the house average.

Estimated takings for the week ending August 21 and year-round weekly averages:

"HONEYMOON LANE" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,000. (Average, $3,500.)

"WOMEN LOVE ONCE" (Para.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,500. (Average, $2,500.)

"YOUNG AS YOU FEEL" (Fox)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. **Gross:** $15,000. (Average, $12,000.)

"HUCKLEBERY FINN" (Para.)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. **Gross:** $13,000. (Average, $12,000.)

"ARIZONA" (Col.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"BOUGHT" (Warner)
MUSIC BOX—(950), 25c-35c-50c-75c, 7 days. **Gross:** $7,500. (Average, $7,500.)

"THE MIRACLE WOMAN" (Col.)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days. Vaude. **Gross:** $13,500. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Fox Names Stein Division Manager

Freddie Stein, who has been assistant to Sam Rinzler, supervisor of Brooklyn and Long Island Fox Theatres for two and a half years, has been appointed division manager of the 12 Brooklyn theatres, effective Sept. 1, when Rinzler resigns. Other changes in the eastern line-up of Fox theatres follow:

R. Wernick has been appointed manager of the Granada.

S. Larschen is now manager and treasurer of the Meserole.

I. J. Stein is treasurer of the Astoria Grand.

J. Goldstein becomes assistant manager and treasurer of the Lynbrook.

G. King, formerly assistant manager and treasurer of the Lynbrook, has been promoted to manager.

M. Smith has been made manager of the Valley Stream.

William Brown has been transferred to the managership of the Ambassador.

L. Goldfarb is now manager and treasurer of the Corona.

S. Fried becomes manager of the Astoria Grand.

M. Weiser is manager and treasurer of the Stadium.

Al Margolies now is publicity director for the Roxy.

"BUY RIGHT—BUT BUY NOW"

Distributors Eager For New Contract

(Continued from page 1)

form of agreement was caused by distributors' fear of running afoul of the anti-trust laws in acting in concert on the drafting of the contract Effort also was made to secure an informal opinion on the legality of the contract, but the attorney general's office stated that such opinion was contrary to the department's policy.

THE ERPI SERVICE ENGINEER

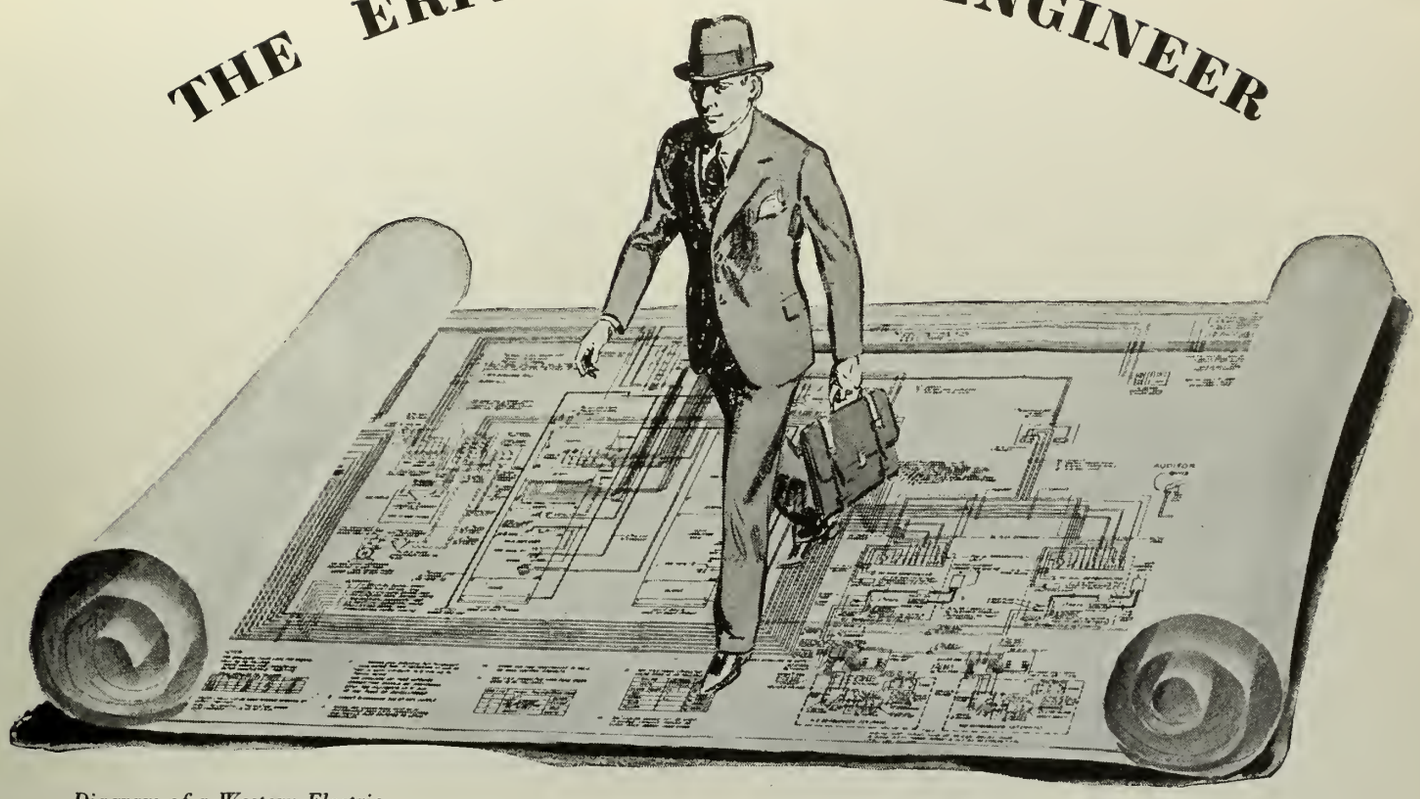


Diagram of a Western Electric Sound System Circuit

knows his way through this intricate circuit

. . . that's why he is able to protect you against Poor Sound, Breakdowns, Program Interruptions and Lost Patronage!

Trained to Bell System standards of maintenance, the ERPI man can render this service more economically and efficiently than anyone else.

Backed by 50 years of voice transmission experience, the Western Electric Sound System is the finest equipment you can buy. Yet even the finest equipment needs regular, painstaking and expert inspection and service.

By keeping your Western Electric Sound System operating at peak performance for the life of your contract, the ERPI Service Engineer helps you earn dividends on your investment!

Western Electric SOUND SYSTEM

THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.

250 West 57th Street, New York

'Bought' Does $7,250: Leads Indianapolis

Total $13,400 for 5 Theatres

INDIANAPOLIS—Some smiles came back last week, for theatre business here showed improvement.

Honors went to Chevalier in "The Smiling Lieutenant" at the Indiana and Connie Bennett in "Bought" at the Apollo. But Connie, playing an 1,100 seat house, did $3,250 over average as against Chevalier's $4,000 better-than-average in a 3,300 seat theatre. That gives her first performance spot and makes it easy to understand why "Bought" is being held over for a second week.

Estimated takings for week ending Aug. 21 and year-round averages:

"BOUGHT" (Warners)
APOLLO—(1,100), 25c-50c, 7 days. **Gross:** $7,250. (Average, $4,000.)

"TRAVELING HUSBANDS" (RKO)
CIRCLE—(2,600), 25c-50c, 7 days. **Gross:** $4,000. (Average, $5,000.)

"SMILING LIEUTENANT" (Par.)
INDIANA—(3,300), 25c-50c, 8 days. **Gross:** $17,000. (Average, $13,000.)

"TRANSATLANTIC" (Fox)
LYRIC—(2,000), 25c-50c, 7 days. **Gross:** $6,000. (Average, $7,000.)

"SPORTING BLOOD" (M-G-M)
PALACE—(2,800), 25c-50c, 7 days. **Gross:** $9,150. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

'Dirigible' in Second Week Leads Boston

Total $156,000 for 8 Theatres

BOSTON—"Dirigible," playing its second week at Keith's, did fully as well as in its first week, again placing the theatre at the top for the week's grosses. "Huckleberry Finn" at the Metropolitan, with Heift's Californians, grossed better than last week, with a steady growth promising good business for the fall season. "The Smiling Lieutenant," after playing three Publix houses a week ago, moved over to the Scollay Square and did fair business.

Estimated takings for the week ending August 20 and year-round averages:

"HIGH STAKES" (Radio)
KEITH—BOSTON—(2,500), 25c-60c, 7 days. Vaude. **Gross:** $19,000. (Average, $18,000.)

"DIRIGIBLE" (Col.) (2nd Week)
KEITH'S — (2,800), 25c-65c, 7 days. **Gross:** $20,000. (Average, $18,000.)

"POLITICS" (M-G-M)
LOEW'S ORPHEUM—(3,100), 25c-50c, 7 days. Vaude. **Gross:** $20,500. (Average, $20,000.)

"PARDON US" (M-G-M)
LOEW'S STATE—(3,700), 25c-50c, 7 days. **Gross:** $21,500. (Average, $20,000.)

"HUCKLEBERRY FINN" (Para.)
METROPOLITAN — (4,350), 35c-75c, 7 days. **Gross:** $33,500. (Average, $32,000.)

"TRANSATLANTIC" (Fox)
OLYMPIA—(2,500), 25c-50c, 7 days. **Gross:** $15,000. (Average, $15,000.)

"THE SMILING LIEUTENANT" (Para.)
SCOLLAY SQUARE—(1,800), 25c-50c, 7 days. Vaude. **Gross:** $14,000. (Average, $15,000.)

"TRANSATLANTIC" (Fox)
UPTOWN — (2,000), 25c-60c, 7 days. **Gross:** $12,500. (Average, $12,000.)

Circus Hurts B. O. Grosses In Milwaukee

Total $62,400 for 6 Theatres

MILWAUKEE—Average business for the majority of the first runs was checked up for the week with two exceptions—"The Star Witness" at the Warner and "A Woman of Experience" and vaudeville at RKO's Riverside. "The Star Witness" was good for $12,000 and the Riverside hit $14,200.

Perhaps the appearance of Ringling Bros., Barnum and Bailey's circus on Monday had a bit to do with it. The circus did the best business here that it has at any stand this season. "The Secret Call" at Fox's Strand failed to click and after five days, during which $4,200 was taken in, it was pulled for "The Magnificent Lie."

Estimated takings for the week ending August 21 and year-round averages:

"JUST A GIGOLO" (M-G-M)
ALHAMBRA—(2,660), 25c-35c-50c-60c, 7 days. **Gross:** $8,500. (Average, $8,000.)

"THE VIKING" (State Rights)
GARDEN — (1,150), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $10,000.)

"A WOMAN OF EXPERIENCE" (RKO-PATHE)
RIVERSIDE—(2,180), 25c-35c-50c-60c, 7 days. Vaudeville. **Gross:** $14,200. (Average, $13,000.)

"THE SECRET CALL" (Para.)
STRAND—(1,406), 25c-35c-50c-60c, 5 days. **Gross:** $4,200. (Average, $6,500.)

"THE STAR WITNESS" (Warners)
WARNER — (2,500), 25c-35c-50c-60c, 7 days. **Gross:** $12,000.

"HUSH MONEY" (Fox)
WISCONSIN—(3,275), 25c-35c-50c-60c, 7 days. Fanchon & Marco Idea. **Gross:** $13,500. (Average, $13,000.)

"BUY RIGHT—BUT BUY NOW"

"Lover Come Back" $4,000 Over in K.C.

Total $62,000 for 5 Theatres

KANSAS CITY—A dose of cooler weather did wonders for the box-offices of this city, all but one of which went over par. "Lover Come Back," with the aid of Olsen and Johnson heading a vaudeville bill, beat average by $4,000 with a take of $19,000, while "Sporting Blood" jumped the gross of the Midland to $17,000, normal being $14,500.

Estimated takings for the week ending August 22 and year-round averages:

"THE STAR WITNESS" (Warners)
LIBERTY—(1,200), 35c-50c, 7 days. **Gross:** $6,000. (Average, $5,000.)

"LOVER COME BACK" (Col.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $19,000. (Average, $15,000.)

"SPORTING BLOOD" (M-G-M)
MIDLAND—(4,000), 25c-50c, 7 days. **Gross:** $17,000. (Average, $14,500.)

"AMERICAN TRAGEDY" (Para.)
NEWMAN—(2,000), 35c-50c, 7 days. **Gross:** $14,000. (Average, $12,500.)

"THE GIRL HABIT" (Para.)
UPTOWN—(2,200), 25c-50c, 7 days. **Gross:** $6,000. (Average, $6,000.)

"Palmy Days"
(United Artists)

Hollywood—Better than "Whoopee" was the verdict of a preview audience on Eddie Cantor's new picture, "Palmy Days." Samuel Goldwyn, producer, and Eddie Sutherland, director, have turned out a show which has just about the right proportions of story, comedy and music. The splendid supporting cast, headed by limber-legged Charlotte Greenwood, aids Cantor to put over a world of typical Cantoresque antics, most of which take place in a bakery operated by a chorus of girls who out-Zeigfeld the best set of Follies girls for pulchritude and dancing talent. Cantor, Morris Ryskind and David Freedman did the book with Harry Askt and Con Conrad on the music. Busby Berkley and the girls do the best dance ensembles ever seen on the screen. It looks like this ought to help President Hoover relieve anyone of their feeling of depression.

LEO MEEHAN.

New Ottawa Record Set By 'Politics'

Total $24,900 for 6 Theatres

OTTAWA—Last week saw the reopening of B. F. Keith's Theatre as the RKO-Capitol under the joint auspices of Radio-Keith-Orpheum of Canada, Ltd., and Famous Players Canadian Corp., the big house having been closed for six weeks for complete overhauling. The Capitol policy is to run film programs for a week at the old price scale with first choice pictures getting the call. Manager Joe Franklin saw packed houses for "Politics" and a new gross record of $9,800 for the six days was established.

At the same time, the Regent went to split weeks at reduced prices, 60 cents being the top, and "Public Defender" gathered in $2,800 for three days and "Confessions of a Co-Ed" made it $2,500. There was also a slight reduction at the Imperial with the general admission for night shows being cut from 40 to 35 cents.

Estimated takings for the week ending August 21 and year-round averages:

"KIKI" (U. A.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $850. (Average, $1,300.)

"SHIPMATES" (M-G-M)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,250. (Average, $1,300.)

"POLITICS" (M-G-M)
CAPITOL—(2,592), 15c-25c-35c-50c-60c, 6 days. **Gross:** $9,800. (New policy.)

"CHANCES" (F. N.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $5,100. (Average, $4,600.)

"A HOLY TERROR" (Fox)
IMPERIAL—(1,091), 10c-25c-35c-40c, 6 days. **Gross:** $2,600. (Average, $3,000.)

"PUBLIC DEFENDER" (Radio)
REGENT—(1,225), 15c-25c-35c-50c-60c, 3 days. **Gross:** $2,800. (New policy.)

"CONFESSIONS OF A CO-ED" (Para.)
REGENT—(1,225), 15c-25c-35c-50c-60c, 3 days. **Gross:** $2,500. (New policy).

"Dirigible" Cincy Best In 2nd Run

Total $64,538 for 7 Theatres

CINCINNATI—"Dirigible" at the RKO Palace was the big noise in town last week from the standpoint of plussing the house average. After having been roadshown for several weeks at one of the legitimate houses last winter to good returns, the picture did $17,800 on the week at the Palace, as compared with a $14,000 average. This was the only house to cross the line. In fact, none of the others reached par, the intakes at the RKO Strand and RKO Family touching new lows.

This reversal of trend from the previous seven days can only be accounted for as one of those occasional "off weeks" which sometimes manifest themselves without any apparent reason. At that, combined receipts were only about 12 per cent below aggregate averages.

Estimated takings for the week ending August 12 and year-round weekly averages:

"A HOLY TERROR" (Fox)
KEITH'S—(1,600), 30c-50c, 7 days. **Gross:** $2,900. (Average, $4,500.)

"THE SECRET CALL" (Para.)
RKO ALBEE—(3,300), 35c-50c-65c-75c, 7 days. Vaude. **Gross:** $20,750. (Average, $22,000.)

"MURDER BY THE CLOCK" (Para.)
RKO CAPITOL—(2,000), 30c-50c, 7 days. **Gross:** $10,013. (Average, $13,000.)

"THE LAWLESS WOMAN" (Chesterfield)
RKO FAMILY—(1,140), 20c-25c-35c, 4 days. **Gross:** $1,235. (Average, $1,950.)

"THE MAN IN POSSESSION" (Para.)
RKO FAMILY—(1,140), second run, 20c-25c-35c, 3 days. **Gross:** $665. (Average, $1,050.)

"THE COMMON LAW" (RKO-Pathe)
RKO LYRIC—(1,400), second week, 30c-50c, 7 days plus Saturday midnight show. **Gross:** $8,675. (Average, $12,000.)

"DIRIGIBLE" (Col.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $17,800. (Average, $14,000.)

"HONEYMOON LANE" (Para.)
RKO STRAND—(1,350), 25c-35c, 7 days. **Gross:** $2,500. (Average, $3,500.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible's" $7,000 Leads In Charlotte

Total $15,500 for 2 Theatres

CHARLOTTE—Heavy advertising and a special lobby display helped "Dirigible" to get $7,000 in a full week at the Broadway. This was $1,000 better than average. "The Squaw Man" got $4,500 in two days at the Carolina, which was a good showing.

Estimated takings for the week ending August 21 and year-round weekly averages:

"DIRIGIBLE" (Col.)
BROADWAY—(1,167), 25c-35c-50c, 6 days. **Gross:** $7,000. (Average, $6,000.)

"GUILTY HANDS" (M-G-M)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $4,000. (Average, $5,500.)

"THE SQUAW MAN" (M-G-M)
CAROLINA—(1,441), 40c-50c, 2 days. **Gross:** $4,500. (Average, $3,650.)

Hot Election Hits Theatres In Montreal

Total $50,200 for 6 Theatres

MONTREAL — Canada's largest city was in the throes of a hot election campaign during the past week and there were many who gave little thought to anything but political rallies. The theatre business therefore was only steady, with the Palace Theatre taking the week's honors with Will Rogers' "Young as You Feel," which grossed $12,400, some better than summer average.

"The Good Bad Girl" and five vaudeville acts registered $10,800 at Loew's and this was helped a notch by the addition of three acts for a special one night. The Capitol scored an even $10,000 with a pair of features, "Son of India" and "Children of Dreams," while the Princess was steady with $9,500 on "Mother's Millions." The Imperial had an unusual combination in "Lady of the Lake," synchronized with music, and "Subway Express" and the gross was a weak $3,800.

Estimated takings for the week ending August 21 and year-round averages:

"SON OF INDIA" (M-G-M) and "CHILDREN OF DREAMS" (Warners)
CAPITOL — (2,547), 25c-35c-50c-60c, 7 days. **Gross:** $10,000. (Average, $12,500.)

"LADY OF THE LAKE" (Fitzpatrick) and "SUBWAY EXPRESS" (Col.)
IMPERIAL—(1,914), 15c-25c-40c, 7 days. **Gross:** $3,800. (Average, $5,100.)

"THE GOOD BAD GIRL" (Col.)
LOEW'S—(3,115), 25c-40c-50c-65c-75c, 7 days. Vaude. **Gross:** $10,800. (Average, $13,000.)

"YOUNG AS YOU FEEL" (Fox)
PALACE—(2,600), 25c-40c-60c-75c-99c, 7 days. **Gross:** $12,400. (Average, $14,000.)

"MOTHER'S MILLIONS" (Univ.)
PRINCESS — (2,272), 25c-35c-40c-50c-60c-65c, 7 days. **Gross:** $9,500. (Average, $13,000.)

"TARNISHED LADY" (Para.) and "LIGHTNING EXPRESS" (Col.)
STRAND—(750), 15c-25c-40c-50c, 7 days. **Gross:** $3,700. (Average, $4,000.)

"BUY RIGHT—BUT BUY NOW"

Ask $250,000 for Loss of Franchise

(*Continued from page* 1)

pictures until last March, when they were discontinued. First National cancelled its franchise, selling it to the Empire, independent house.

In its suit, the Commerce Realty Co. alleges that it transferred the First National franchise to Publix when the Aztec lease was signed. The suit further alleges that Publix agreed to show First National pictures during the life of the lease and return the franchise to the Commerce Realty Co. at the expiration of the lease on the theatre. The $250,000 is asked on the grounds that the franchise has been irrevokably lost to the Commerce Realty Co.

"BUY RIGHT—BUT BUY NOW"

Sparks a Benedict

HOLLYWOOD—Ned Sparks, comedian, has gone for the wedded bliss stuff. Mrs. Sparks was Mercedes Caballero, sister of Charles Caballero, head of the Fox purchasing department.

'Politics' Is Toronto Best With $14,700

Total $63,000 for 5 Theatres

TORONTO—The big stir in Toronto during the past week was "Politics," which drew the best business at Loew's in three months with a gross of $14,700. This amount was up $4,200 from the previous week, when "Son of India" was the attraction. "Bought" also proved to be a popular feature at the Imperial, where it was substantially aided by "Carmenesque," a colorful Publix stage unit, and the result was a pleasing $15,200.

Shea's was also on the strong side largely through the presence of Harry Langdon as the vaudevile headliner, the screen feature being "Meet the Wife," the gross here being $12,300. The Tivoli had another British picture, "These Charming People," starring Cyril Maude, which held to $11,000—but slightly down from the previous week when the attraction was "Young As You Feel."

Estimated takings for the week ending August 21 and year-round averages:

"BOUGHT" (Warners)
IMPERIAL—(3,444), 15c-25c-35c-50c-65c-75c, 6 days. "Carmenesque" Publix stage show. **Gross:** $15,200. (Average, $16,000.)

"POLITICS" (M-G-M)
LOEW'S—(2,088), 25c-30c-40c-60c-75c, 6 days. **Gross:** $14,700. (Average, $15,000.)

"MEET THE WIFE" (Col.)
SHEA'S—(2,600), 30c-50c-60c-75c, 6 days. Vaude, featuring Harry Langdon. **Gross:** $12,300. (Average, $13,000.)

"THESE CHARMING PEOPLE" (British)
TIVOLI—(1,600), 15c-25c-35c-50c-65c-75c, 6 days. **Gross:** $11,000. (Average, $12,500.)

"REBOUND" (RKO Pathe)
UPTOWN—(3,000), 15c-25c-35c-50c-60c, 6 days. **Gross:** $9,800. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Rogers Film $3,000 Above In Des Moines

Total $28,200 for 3 Theatres

DES MOINES—The presence in town of 4,000 National Guardsmen helped the theatre business to such an extent that every house hit the above-average mark. Will Rogers in "As Young as You Feel" went over par by $3,000, "The Public Defender" by $2,000 and "Party Girl" by $1,000. The weather was ideal.

Estimated takings for the week ending August 22 and year-round averages:

"AS YOUNG AS YOU FEEL" (Fox)
DES MOINES—(1,600), 7 days, 25c-35c-60c. **Gross:** $10,000. (Average, $7,000.)

"PUBLIC DEFENDER" (RKO)
PARAMOUNT—(1,700), 4 days, 25c-35c-60c. Vaude. **Gross:** $9,000. (Average, $7,000.)

"PARTY GIRL" (Warners)
PARAMOUNT—(1,700), 3 days, 25c-35c-60c. Vaude. **Gross:** $6,000. (Average, $5,000.)

"A WOMAN OF EXPERIENCE (RKO PATHE)
STRAND—(1,100), 4 days, 20c-30c. **Gross:** $2,100. (Average, $1,700.)

"THREE WHO LOVED" (Radio)
STRAND—(1,100), 3 days, 20c-30c. **Gross:** $1,100. (Average, $700.)

"BUY NOW" SALES

Tiffany is also reaping the benefit of the "Buy Right—But Buy Now" movement, with the following contracts:

District of Columbia
Criterion, Empress and Little, Washington.

Georgia
Ritz, Tifton.

Indiana
Colonial, Kokomo; Indiana, Scottsburg; Moon, Vincennes; Strand, Angola.

Iowa
Princess, Oskaloosa; Princess, Stuart; Capitol or Strand, Ottumwa; Iowa, Burlington; Crystal, Manning.

Louisiana
State or Redwood, Bogalusa; Bailey, Bunkie; Bailey, Winnfield; Bailey, Feniday; Bailey, Oakdale; Bailey, Tallulah, and Bailey, Opelousas.

Missouri
Palace, Kansas City; Fairy, St. Louis.

Nebraska
Eldorado, Ewing; Lyric, St. Edward; Cornhusker, Hastings; State, Lincoln.

New York
Palace, Corning.

North Carolina
Lyric or Ideal, Gastonia; Temple, Sanford; Stanley, Albermarle; Roxie, Rocky Mt.; Royal, Charlotte; Globe, New Bern; Regal, Durham; Temple, Greenville; Princess, Fayetteville.

Pennsylvania
Plaza or Strand, Stroudsburg; Triangle, Pittsburgh.

South Carolina
Grand, Greer; Cozy, Liberty; Capitol, Rock Hill.

Tennessee
Ritz, Erwin.

Texas
Dixie No. 3 (Col.), Galveston.

Utah
Electric, St. George.

Contracts have been signed between the Schine Circuit, with headquarters in Gloversburg, N. Y., and Warners whereby the circuit takes the entire product of Vitaphone shorts for the season of 1931-32 for showing in its houses. There will be 168 individual releases made by the Vitaphone corporation during the year, including one and two-reelers.

Twelve theatres figure in the contracts, in Geneva, Cortland, Malone, Ogdensburg, Massena, Lake Placid, Rochester, Buffalo, East Rochester, Fairport, Dolgesville and Lockport.

Negotiations leading up to the contracts were handled by George Lynch for the Schine Circuit; Harry Seed and Ben Kalmenson for Warners and Harry Rosenquest for Vitaphone.

The RKO Pathe sales department has to its credit the following sales:

Cresson Smith, midwestern district manager, and Walter Branson, Chicago branch manager, sold the entire program to the Coston Circuit, putting RKO Pathe into 35 new situations in the Chicago territory.

Salesman W. B. Wesley of Dallas sold the entire program to the Hall Circuit of ten towns in Texas—Alice, Aransas Pass, Cuero, Beeville, Kendy, Kingsville, Refugio, Sinton and Three Rivers.

In Indianapolis, Jack Corbett and Salesman Donnelly sold the Carey & Alexander Circuit of four towns in Omaha. Corbett also closed with the Starette, in New Castle, Ind., for the whole line-up.

Branch Manager Al O'Keefe and Salesman F. Bateman of the Los Angeles branch closed with the Golden State Theatre, Riverside, Calif., for all product.

Branch Manager Branson and Salesman Decer of Chicago sold the entire program to the Delago Theatre in Wilmette, Ill.

R. Chatterton Tells All the Para. Inside

(*Continued from page* 1)

one situation of a women impersonating a French actress to fool a blind man," Miss Chatterton is quoted as declaring. "The motivation for her deception was perverted and all sympathy for the character and the beauty of her sacrifice lost in the picture called 'The Magnificent Lie.'"

All of which may explain why, under the Warner agreement, Miss Chatterton is to have a voice in selection of stories and treatment as well. She moves over to Burbank when "Tomorrow and Tomorrow," the Philip Barry play, is finished. Production date is set for September 15.

Taking the poke on one hand, Miss Chatterton also told *The Hollywood Herald* this:

"Miss Chatterton expressed herself as having been very happy in her associations at Paramount and sorry to leave the organization. Were it not for the question of her right to reject material she deems unsuitable for her screen vehicles, she might have remained there."

Reviewing "The Magnificent Lie" from Hollywood on July 25, MOTION PICTURE DAILY said:

"A vehicle decidedly below the Ruth Chatterton standard and one that failed to arouse a preview audience out of its lethargy. Most of the trouble seems to be due to a story that is unusually implausible and that gave the star little opportunity for displaying her talent."

"BUY RIGHT—BUT BUY NOW"

Fox Midwesco Gets Palace in Milwaukee

MILWAUKEE—Definite announcement of the acquisition of RKO's Palace-Orpheum theatre has been made by H. J. Fitzgerald, general manager of Fox-Midwesco Theatres. The Palace, which has been dark for approximately a month, will be renovated and reopen under Fox direction on Sept. 4.

"BUY RIGHT—BUT BUY NOW"

Industry Co-operates With Coast's Fiesta

LOS ANGELES—Co-operation is being extended by the picture business for La Fiesta to be held September 4 to 13. Theatres are being called upon to use decorations of La Fiesta colors, green, yellow and red. An usher and usherette outfit has been designed by the committee.

"BUY RIGHT—BUT BUY NOW"

Howard Walks

HOLLYWOOD—Leslie Howard is reported planning a return to the stage. Deals with M-G-M and Paramount have died because of reported failure of both studios to meet actor's salary demands.

Independents Will Produce 300 Features

(Continued from page 1)

Love." Four others may be added, bringing his total to 12. Monogram has scheduled 12 westerns and melodramas. Others being produced on the Trem Carr lot are eight westerns with Bill Cody and Andy Shuford; eight Tom Tylers and eight Bob Steeles. The Tec-Art studio has 16 separate companies.

Inspiration is inactive, but Emil Jensen and Al Mannon of Patrician Pictures plan six features. Mannon's other enterprises, Imperial Pictures, and Supreme Pictures are planning eight and 12 pictures, respectively.

Allied Pictures, headed by M. H. Hoffman, Jr., is to make six features and six Hoot Gibson westerns. Harry Carey will make eight westerns, Willis Kent is planning six features and six westerns. Pioneer (Berkowitz and Wolfe), Perfection (Jesse Goldburg), Italatone (J. and G. Rizze and A. Danna), and Charles Hutchison are inactive. Mascot, serial producer, has completed "The Vanishing Legion" and has in work "The Galloping Ghost," starring "Red" Grange; "The Lightning Warrior" and "The Eagle's Shadow."

Al Mannon is making a series of six "Football for the Fan" shorts for Educational and 26 Voice of Hollywood shorts for Tiffany. Spencer Bennett is making six two reel detective stories for RKO. C. C. Burr is making a series of six "Torchy" two reelers. Clifford Reed will make six or eight one reel W. J. Burns detective stories. Elmer Clifton is making travel subjects for the Van Beuren Corp.

Golden State Productions is making "The Gun Maker" and Miguel C. Torres "Dreamers of Glory," Spanish talker. There is little activity at Metropolitan where Welshay is making musical shorts and fashion subjects; and comedies which Christie is making for Educational.

Herman Gumbin's Liberty Production expects to start work soon. Eddie Silton is planning to start an independent production to cost about $400,000 and may turn out two others.

"BUY RIGHT—BUT BUY NOW"

After New Tag

Walter Winchell in *The Daily Mirror* said yesterday:

"Although Roxy has agreed to let the theatre use his name until 1932, they are seeking a new tag now."

Special Roxy Campaigns

Special weekly campaigns in advertising and publicity will feature new attractions at the Roxy theatre under the guidance of Albert Margolies and Edgar Waite. Radio, trucks, newspapers, billboards and other advertising means are being used.

"BUY RIGHT—BUT BUY NOW"

Lombard Signs

HOLLYWOOD—They tore things up at Paramount yesterday. Carole Lombard's old agreement was ripped apart and a new one pieced together.

AMPAS--WAMPAS Have Baby Trouble

(Continued from page 1)

Charles W. Barrell of Western Electric, who is prominent in AMPA affairs, to bring the matter to the attention of the eastern advertising body on several counts:

1—That Shapiro is a past president of the AMPA.

2—That, for years, he was a prominent member and one of its founders.

Barrell said last night he had wired Lewis for additional information and would act, dependent upon disclosures Lewis may make. There is no record of the Wampas having taken official objection to Shapiro, although members on the Coast have been variously reported as "boiling" over an address he made before the Wampas many months ago in which he is understood to have discussed "Baby Stars" and how he would select them.

If the AMPA takes any action, it could be for moral effect only since the Wampas operate under a separate charter and the only connection between the Eastern and the Western bodies is one of reciprocal courtesy. Ampa members, transferred to the Coast, have been taken into the Wampas fold by payment of dues to the latter organization and vice versa.

HOLLYWOOD—Eastern visitors attending Wampas affairs have for years understood that their presence before that body means they were to be taken for a good-natured "ride". When Vic Shapiro originally made his talk to which objection now appears to be crystallizing, it was his understanding, he states, that his remarks were to be accepted in a spirit of fun. What Shapiro apparently didn't know was, however, that Joe Jackson, one of the members and now a writer for Warner-First National, was the husband of a "Baby Star."

Fox Launches Its Own Embryo Stars

HOLLYWOOD — Fox last night launched its embryo stars at a dinner at the studios here with William Collier, Sr., acting as toastmaster. The candidates, chosen from a selection of 300 names, who were officially named by Fox last evening are Conchita Montenegro, Linda Watkins and Helen Mack.

"BUY RIGHT—BUT BUY NOW"

Smith Out? Old Yarn And Untrue, Says He

(Continued from page 1)

like to see it happen. However, there isn't a particle of truth to the story."

Current also along Film Row is the story that a deal is on for Fox-Hearst Corp. to produce Pathe News. Fox officials were unavailable for a statement, but Hiram S. Brown, in from the Coast yesterday, said:

"I have never heard of it."

Brown, incidentally, described his Hollywood visit as routine.

"BUY RIGHT—BUT BUY NOW"

Sid Rogell at Pathe

HOLLYWOOD—Sid Rogell has started duties as studio manager for RKO Pathe.

That Outing

They were still talking about that outing at the Fox office yesterday. Eight hundred and fifty Foxites and their friends sailed to Bear Mountain on Saturday, aboard the specially chartered steamer *Peter Stuyvesant* to celebrate the eighth annual Outing of Fox Films and associated companies.

Events of every description, including tennis and swimming matches, dance contests, roller skating, row boating and a baseball game, were arranged.

Prizes galore were awarded to the lucky number holders; Harley L. Clarke donated prizes which were won by the following: R. B. Simonson, I. Lincer, R. Lesser, E. Jacobs, M. Sellner, G. Spillenaar, R. Marmor, A. Blancato, M. Rosenfeld, E. Fergendaum, J. Weinberg, F. Breddin, C. Steitman, A. Horn, J. Volz, S. Stetson, H. Adelson, S. Bonitsky, F. Capadiecie, R. Mercado, I. Rappaport, F. Roberts, M. Saitton, C. Weingarten and R. Watson. The J. R. Grainger prize of a handsome leather-fitted women's bag was won by Lydia White, while a telechrom clock donated by Harry Arthur of Fox Theatres was drawn by M. Stecker. Winfield Sheehan awarded an electric radio set which was won by John Daniello. There were 16 other prizes donated by the Fox Athletic Club.

Paul Greer won the Fox tennis title by a victory over Morris Schlein by a 6-2 : 6-3 : 6-4 score, and Ruth Goldenberg captured the women's crown by defeating Sarah Siegel, 6-4: 6-4. The winning contestants were awarded tennis racquets.

The baseball game, between two picked teams of Fox players entered in the Motion Picture Athletic League, proved closely contested, and satisfied everyone when it resulted in a tie.

Among the executive and club officers present at the outing were: George Roberts, personnel director; Alan E. Freedman, chairman of the Fox A. C. board of directors; Hettie Gray Baker, Abe Goodman, Sam Schlein, Maurice Goodman, R. B. Simonson, Dave Massover, Elsie Boland and Harry Kosiner.

Aboard the boat on the trip to Bear Mountain and return the Foxites danced to the music supplied by Kosiner's Orchestra. Through the courtesy of the club, all members were served dinner at Bear Mountain Inn, which put the gang in the best of spirits for the moonlight sail back to New York—and home.

"BUY RIGHT—BUT BUY NOW"

Lincoln Sq. Reopening

Opening date for Loew's Lincoln Square Theatre, upper Broadway, has been postponed to September 5, according to C. C. Moskowitz, general theatre representative of Loew's. Extensive remodeling and redecorating following the fire that closed the theatre could not be completed for the originally set August 29 opening. Straight pictures will be the policy of the new Lincoln Square, which for some 20 years was a vaudeville house.

"BUY RIGHT—BUT BUY NOW"

Allan Appointed

General Talking Picture Corp. has appointed James V. Allan central divisional manager, with headquarters in Chicago.

Loew Invasion Of Philly Set; Gets Keith's

(Continued from page 1)

sents an unique situation for the new house will be competitive with the Stanley-Warner theatres here. With about $100,000 reported involved in the deal, Warners are understood to have figured it would be good business to lease the house to Loew's, rather than have that firm build a new theatre, as Loew's was determined to enter the town.

Meanwhile, Loew's is reported taking over the Ellwood at Newark, which is also in Stanley-Warner territory.

"BUY RIGHT—BUT BUY NOW"

Loew's Slice Price Scale in Cleveland

(Continued from page 1)

"An American Tragedy" opens to the lower prices at the Allen, "Pardon Us" at the State. The Allen changes to Friday openings. Loew's Stillman will be reopened in mid-September under present plans.

"BUY RIGHT—BUT BUY NOW"

M-G-M Loses a Point In N. W. Breach Case

(Continued from page 1)

Carich's stand is a defense at law. M-G-M is suing for fulfillment of the contract and the case is regarded as a test upon outcome of which a number of suits in this territory will hinge.

"BUY RIGHT—BUT BUY NOW"

New Incorporation

BALTIMORE—A charter was filed by the Arcade Amusement Corp. of Hyattsville, Md., to operate all forms of amusement places. Authorized capital stock, 20 shares of common stock at a par value of $100 each. Celia C. Lust, Sidney B. Lust and David Wiener are the incorporators.

"BUY RIGHT—BUT BUY NOW"

Radio Borrows Baxter

HOLLYWOOD—Warner Baxter, by arrangement with Fox, has been borrowed for the lead opposite Dolores Del Rio in "The Dove."

"BUY RIGHT—BUT BUY NOW"

Burke Signs

HOLLYWOOD — Edwin Burke, who wrote continuity and dialogue for "Bad Girl," has signed a new contract with Fox.

"BUY RIGHT—BUT BUY NOW"

Robb Resigns at Dallas

DALLAS—H. B. Robb, buyer for the 50 houses of the Robb & Rowley circuit, which Hughes-Franklin Theatres acquired some time ago, has resigned. The veteran showman wants to spend his time traveling.

"BUY RIGHT—BUT BUY NOW"

Haines as "Whitey"?

HOLLYWOOD—William Haines may play Whitey in "Queer People." Howard Hughes is working on the dicker with M-G-M.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 74 NEW YORK, WEDNESDAY, AUGUST 26, 1931 TEN CENTS

Why Single Out MGM? Query N.Y. Exhibs

Protest Meet Should Be General, They Say

Why single out M-G-M? is the query independent exhibitors of New York, Brooklyn and New Jersey are asking in connection with the Metro National Protest Meeting to be held September 1 in New York. In line with this query, they are hesitating in lending support to the scheduled meeting, asking that trade practices of all companies come under scrutiny at the New York gathering.

The protest meeting is being sponsored by the M. P. T. O. of eastern Pennsylvania, Southern New Jersey and Delaware, which states that 21 exhibitor units have signified their in-

(*Continued on page 2*)

Brodie Breaks with MPTOA; Buys MGM

BALTIMORE—Joe Brodie, proprietor of the Brodie theatre, residential house in South Baltimore, is the first to break away from the M. P. T. O. of Maryland, Inc., in its solid front against percentage bookings with M-G-M and Paramount.

Brodie has signed for the M-G-M product and he is the only one in the city who has so far as known. He claims that he had to do this to protect himself against his opposition, the McHenry and Pacey's Garden, which have signed up for everything else and have left him nothing to book.

Warners, First Nat'l Praised in Philly Zone

PHILADELPHIA—Exhibitors of this territory, who are preparing to put M-G-M on the spot September 1 at the national protest meeting to be held in New York, are all sold on the treatment being given them by Warners and First National. In line with this viewpoint, the exhibitor unit is sending out a notice to members stating that Warner and First National are treating exhibitors more fairly than any other company.

"BUY RIGHT—BUT BUY NOW"

M-G-M Will Elevate Gable to Starring Role

Clark Gable is to be elevated to stardom by M-G-M. It is expected that he will furnish two pictures for the 1931-32 program. Report that Gable is to replace William Haines on the new M-G-M program is denied.

Grosses Gain for 6th Week; $2,237,010 for 170 Houses

Reaching into their sixth week, box-office grosses from 28 cities for the week ending last Thursday and Friday again indicate business is improving. One hundred and seventy theatres, represented in the grosses index compiled by MOTION PICTURE DAILY, last week, rolled up a total business of $2,237,010.

The six additional theatres reporting over last week's 164, of course, swelled the total, but the fact that more theatres have entered the first run list may be construed as a prosperity marker all of their own.

The batting average for the last seven weeks is as follows:

No. of Theatres	Week ending	Gross
167.....	July 9-10	$1,987,789
166.....	July 16-17	1,889,523
164.....	July 23-24	1,992,433
164.....	July 30-31	2,044,696
163.....	Aug. 6-7	2,197,236
164.....	Aug. 13-14	2,206,076
170.....	Aug. 20-21	2,237,010

Albany, Baltimore, Boston, Buffalo,

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

"Queer People" Is Queered by Players

HOLLYWOOD — Hollywood players are queer people. None of them wants to play in "Queer People," even though Howard Hughes' bankroll is behind it. They've queered his idea

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

11,000,000 Television Sets in Ten Years

Eleven million television sets will be installed by 1942, Columbia Broadcasting System, which is allied with Paramount, predicts. By next year, it is estimated, there will be 30,000 sets in use, 9,000 of them in New York. By 1933, there will be 1,000,000 sets in use. Installations will approximate the speed with which radio sets are being installed, it is predicted.

Baby Stars Out

Hollywood — There is little likelihood that there will be any more Wampas baby star selections after this year, following the rumpus raised by the organization's failure to include any Fox nominees on this year's list. Fox has retaliated by naming three "debutante stars" in what is to be an annual selection.

Chi Operators To Seek Death Of Injunction

CHICAGO—Attorneys for the operators' union and Acting Corporation Counsel Leon Hornstein will seek dissolution of the temporary injunction granted independent exhibitors at a hearing today before Judge Ross C. Hall.

Contention is made that the injunction was issued without notification to the city and has the effect of nullify-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Loew Cleveland Cut Not Affecting Chain

Decision of Loew's to slash prices in Cleveland has no bearing nor relation to other cities of the circuit. Admission prices over the circuit are determined by conditions in each locality and a general reduction has been under way for some time.

Attacks Tax on Theatres

Hornell, N. Y.—Possibility that theatres will escape municipal taxation is looming here in the wake of an investigation by a city council committee appointed to equalize levies. The committee was appointed after it was learned one theatre was paying two and a half times more taxes than another which had almost equal patronage.

Alderman Charles V. Hawley sounded the keynote for abolition of municipal taxes, pointing out that theatres attract people and business to Hornell.

"Theatres are an incentive to attract people," he said. "They should not be taxed at all. If we keep on we will make a flag station out of Hornell. I don't believe in taxing anything that attracts people to the city."

Ad Endorsing Racket Banned By Producers

Edict to be Issued Against Testimonials

Producers are turning thumbs down on advertising endorsement by stars and directors. An edict banning such procedure is to be issued within a few days from Hollywood by the Motion Picture Producers' Association.

In recent years, the practice of lending aid to advertising campaigns has become prevalent. At one time, it was asserted, the advertising endorsement idea was assuming the proportions of a racket, with plenty of remuneration in prospect for stars who lent their names for the purpose.

Producers are said to feel that the endorsement of various products reflects against the endorsee and public resentment follows, which has a direct bearing on the box office value of the party concerned. The public resentment is due to skepticism over the

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Warner Wage Cut Rebate in 30 Days?

HOLLYWOOD—Temporary wage cuts made by Warners may be rebated in 30 days. Meanwhile, the studio is getting busy preparing for reopening the first week in September. One hundred and fourteen people have returned to the stenographic, accounting and technical departments.

"BUY RIGHT—BUT BUY NOW"

Rialto Continues Policy of Revivals

The "Bringing the Big Ones Back to You" policy at the Rialto, inaugurated June 4 with "Whoopee," will continue. Reports that the theatre will revert to extended runs beginning September 17 with "Monkey Business" prove to be all wet.

The Marx Brothers' picture follows "Street Scene" at the Rivoli, its opening date dependent upon the run of the Goldwyn picture.

"BUY RIGHT—BUT BUY NOW"

Loew's "Philly" Deal Made With Shuberts

PHILADELPHIA—Deal of Loew's for Keith's Theatre, which acquisition is to mark the circuit's invasion of this territory, is an operating arrangement closed with the Shuberts. Previously, Warners had acquired the house in an operating deal.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 26, 1931 No. 74

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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *William A. Johnston*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Queered

WHAT transpired behind the scenes we can only guess, but it is more or less obvious than by no accident does Howard Hughes discover he cannot get players for the cast of "Queer People."

So it happens that, notwithstanding the bulging Hughes bankroll and that young man's reputation for paying, and paying well, for what he wants, "Queer People" will not be made.

ON April 17, we indulged in the following editorial unburdening:

If Hughes produces a talker that faithfully transcribes the action, motivations and characters of what is innocuously but falsely described as "that satire of Hollywood," he can make the business in which he hopes to be a constructive factor the laughing stock of America.

If he changes the story, as reports indicate he is doing, he will be misrepresenting the product he asks the American people to buy.

We don't know how Hughes has doped it out. There might be some slants which we don't know about, or if we did, wouldn't understand. Nevertheless, we have developed this fixation regarding Hughes, "Queer People" and its celluloid conception:

The available supply of story material may be dwindling. On the basis of many pictures reaching the market today, we occasionally wonder if it hasn't done a complete fade-out.

Hughes may be hard pressed, but even in a kindly moment, we can develop no justification for a project which, if it is at all true to the book from which it springs, will hurt this business and those engaged in it.

Hollywood and its foibles are for the business to handle from within, not for the world without to gossip about.

FOUR months later, now that the future of "Queer People" is so emphatically determined, we see no reason to change our opinion except to remark additionally that we, for one are glad it has happened the way it has.

KANN

"BUY RIGHT—BUT BUY NOW"

Chi Operators Seek Death of Injunction

(*Continued from page* 1)

ing a city ordinance. If dissolution is refused today, Hornstein says he will take the plea to the Appellate Court.

Tom Maloy, union boss, says that the validity of licensing operators was proved in a similar case 11 years ago. Ludwig Siegel, secretary of the Chicago Exhibitors' Association for the last five years, has resigned. He plans to reopen his Lindy theatre with one operator.

"My interests are with the smaller theatres who are waging this fight," Siegel said.

"BUY RIGHT—BUT BUY NOW"

Blue Recovering

HOLLYWOOD — Monte Blue's eye, scalded in an auto accident, is improving rapidly, physicians state.

"BUY RIGHT—BUT BUY NOW"

French Films Big

WASHINGTON—France is exporting more pictures to Germany than the United States, a dispatch to the M. P. Division of the Department of Commerce indicates.

"BUY RIGHT—BUT BUY NOW"

Robert Alden Signed

Columbia has given Robert Alden a term contract. He has appeared in pictures before.

Purely Personal

SAM WARSHAWSKY took his pen in hand yesterday and wired the following from Provincetown:

"'Woman of Destiny' landed with terrific wallop. Audience in frenzy of applause every curtain. Twenty curtain calls at end. Forced to turn on lights to stop demonstration. Only wish you and old Dabbil Daab were here. Eats our only woe. Wish L had a barrel of herring and pumpernickel."

HARRY S. BUXBAUM, son of the Fox New York exchange manager, is at Portland Harbor, Me., getting in trim for the coming football season. He's a half back on his high school team and has brought home the bacon more than once.

JOE BRANDT, Hal Hodes, Howard Reichenbach, Max Seligman and Barry Eggers have formed a Buller's Club. Their various tales of prowess with rod and reel promoted the organization.

CHARLIE MCCARTHY has seen "Monkey Business" four times, but that didn't stop him from sitting through it again yesterday. There's a press agent with a conscience.

DAVE (UNIVERSAL) BADER postcards greetings from Karlsbad, Germany. Just to be on the safe side, Dave includes Christmas and New Year greetings.

MILT COHEN is back from England. His partner, Sid Garrett, is London-bound.

SID KENT and Harry Arthur broke mid-day bread in the air-cooled grill of the Astor yesterday.

GUS SCHLESINGER is spending the summer at Atlantic City.

E. B. ("HAT") HATRICK is back from California.

TOM GERETY has joined the handballers at the Motion Picture Club.

Stocks Irregular; E. K. Drops 1½ Points

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7¼	7¼	7¼	— ¼	600
Consolidated Film Industries pfd	13	13	13	+ ⅛	200
Eastman Kodak	139½	137	138	—1½	2,100
Eastman Kodak pfd	132¼	132¼	132¼	.....	100
Fox Film "A"	13⅛	13⅛	13⅛	— ¼	2,100
General Theatre Equipment new	2⅜	2⅛	2⅛	— ¼	2,400
Loew's, Inc.	47¾	46⅞	47¾	+ ¼	2,100
Paramount Publix	23⅝	23⅛	23¼	+ ¼	2,400
Pathe Exchange	1⅜	1⅜	1⅜	+ ⅛	100
Pathe Exchange "A"	5½	5½	5½	+ ⅜	100
RKO	14⅝	14⅛	14¾	+ ¼	2,500
Warner Bros.	8⅛	8	8	— ⅛	4,000

Dull Day on Curb Market

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9½	9¼	9½	+ ½	200
Fox Theatres "A"	2⅜	2⅜	2⅜	.....	200
General Theatre Equipment pfd	4¼	3⅞	4	.....	800
Trans Lux	4⅞	4¾	4¾	.....	400

Bonds Rally; Pathe Up 1 Point

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	20¾	20⅛	20¾	+ ⅜	32
Loew's 6s '41 ex war	98½	97	98½	+ ½	14
Paramount Broadway 5½s '51	103	102¾	103	.....	17
Paramount F. L. 6s '47	85½	85½	85½	+ ½	1
Paramount Publix 5½s, '50	78	77¾	78	.....	5
Pathe 7s '37 ww	94¾	93¾	94	+1	18
Warner Bros. 6s '39 wd	54	52½	54	.....	36

Why Single Out MGM? Query N. Y. Exhibs

(*Continued from page* 1)

tention of being represented at the New York meeting. Walter Vincent of Wilmer & Vincent is scheduled to preside at the protest meeting.

Local exhibitors express the opinion that M-G-M is not alone in demanding provisions described as impossible in new contract agreements and that the meeting should be general with all companies and their demands aired at the same time.

Representatives of the New York, Brooklyn and New Jersey exhibitor units will be on hand for the conclave. Provided the meeting is a general protest against all distributors they will attend in an official capacity; otherwise they will take in the happenings for their own interests as exhibitors and not with any power to act for respective organizations.

"BUY RIGHT—BUT BUY NOW"

Tobis Has 7 Ready

With its first seven talkers ready for release, Tobis declares it is ready to sail. The list follows:

"City of Songs" in English, German and Italian; "Brothers Kamarazov," "Kaiser Liebchen," "Das Lied from Leben," "Der Anderer," "Der Hampelman" and "Stage Struck." The last six are in German.

"BUY RIGHT—BUT BUY NOW"

Loew Changes Completed

Changes made by Loew's, Inc., includes transfer of Colby Harrison to city manager at Washington and M. J. Cullen from Washington to Pittsburgh, where he replaces H. M. Addison, who is taking over management of the new Loew division at Cleveland.

"BUY RIGHT—BUT BUY NOW"

"U" Party Oct. 31

Universal Club, social organization of Universal Pictures and Universal Chain Theatres, will hold its annual dinner-dance at the Astor October 31.

"BUY RIGHT—BUT BUY NOW"

"Ben Hur" in Sound

M-G-M has synchronized "Ben Hur" and the new version soon will be presented at Loew theatres in New York.

"BUY RIGHT—BUT BUY NOW"

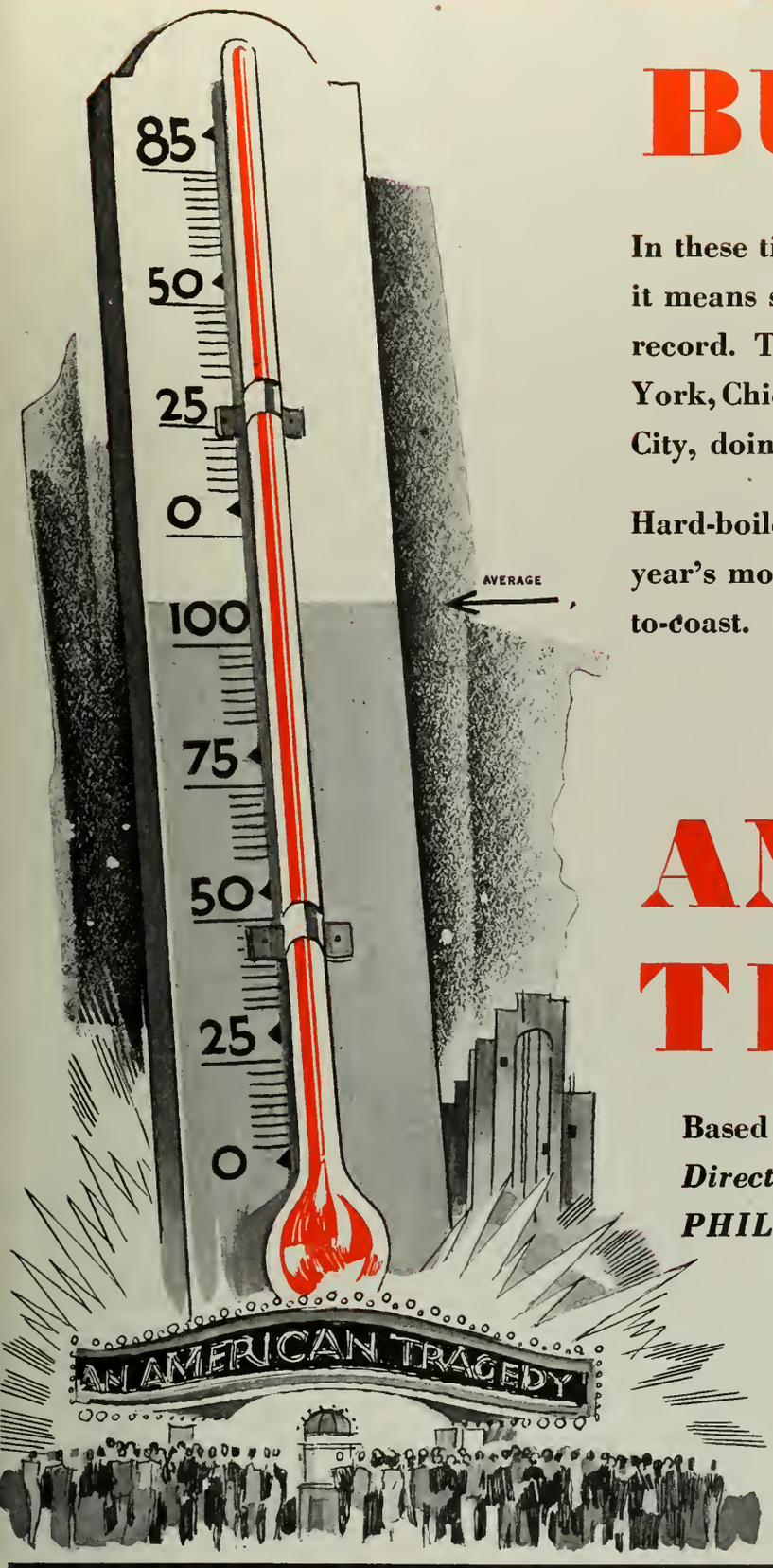
"Street Scene" Opening

"Street Scene," has its first showing tonight at nine o'clock at the Rivoli, New York.

Studio and Location Sound on Film Recording
Low Daily or Weekly Rates
Powers Cinephone Equipment Corp.
723-7th AVE., N. Y. BRyant 9-6067

SOUND MOVIOLA
and Expert Assistance
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87% OVER AVERAGE BUSINESS!



In these times when only Big Pictures get Big Money, it means something for a picture to hang up such a record. Ten of the principal theatres, including New York, Chicago, Detroit, Los Angeles, Denver, Oklahoma City, doing record-breaking business.

Hard-boiled showmen, public and critics acclaim it the year's most important picture. A clean-up from coast-to-coast.

"AN AMERICAN TRAGEDY"

Based on the novel *by THEODORE DREISER.*
Directed by JOSEF VON STERNBERG with PHILLIPS HOLMES, SYLVIA SIDNEY and FRANCES DEE.

ANOTHER BIG MONEY HIT

PARAMOUNT

Ad Endorsing RacketBanned By Producers

(Continued from page 1)

value of testimonials, the general belief being that many of them are made for profit without test of the product endorsed.

Some months ago, a Chicago concern was reported engaged in collecting testimonials without regard for test of the product concerned and indulged in the practice, it is said, of selling them to manufacturers who stood ready to meet their price.

Fox, through Winfield Sheehan, production chief, months ago issued an edict prohibiting its players and directors from making advertising testimonials.

"BUY RIGHT—BUT BUY NOW"

"Queer People" Is Queered by Players

(Continued from page 1)

of producing this revelation of Hollywood life and the wherefore is, in the U. A. P. A.'s own words:

"The reason ascribed is that scores of Hollywood players have rejected fabulous sums to play in the picture in the fear that impersonation of Hollywood personages, such as are called for in the novel, would bring reprisals which would end their careers. This has made it practically impossible to assemble a cast of players, and thus, after months of preparation and the expenditure of more than $100,000, the intrepid young producer is faced with what amounts to a boycott."

So the intrepid Mr. Hughes has called off making the fillum. It's queer, to say the least.

"BUY RIGHT—BUT BUY NOW"

Probe Burning of Theatre in Ontario

TORONTO—While A. C. Stock, manager of the Alexander Theatre, Kapuskasing, northern Ontario, was here to buy pictures he received word that an attempt had been made to burn the theatre. The place was discovered on fire in the early morning and firemen had a half-hour fight before halting the flames. The firemen found eight one-gallon jugs of gasoline and coal oil in various parts of the structure. An investigation has been started. Kapuskasing is the most northern town of Ontario boasting a theatre.

"BUY RIGHT—BUT BUY NOW"

Gets District Post

ROCHESTER — Howard G. Carroll, formerly associated with the operation of the theatres of A. C. Hayman of Niagara Falls, New York and also Warners and Shea Publix Operating Corp. of Buffalo, has been made the district manager of the Schine theatres, covering Lockport, Buffalo and Rochester, with headquarters at the Riviera here.

"BUY RIGHT—BUT BUY NOW"

Mix's First Two

UNIVERSAL CITY—Universal has set the first two of the six westerns Tom Mix is to make for the company. They are "Destry Rides Again" by Max Brand and "Christmas Eve at Pilot Butte" by Courtney Ryley Cooper. Mix will complete his circus tour in October.

Grosses Gain for 6th Week; $2,237,010 for 170 Houses

(Continued from page 1)

Denver, Houston, Indianapolis, Kansas City, Los Angeles, Montreal, New York, Ottawa, Portland, San Francisco, St. Paul and Toronto reported increases. Charlotte, Chicago, Cincinnati, Cleveland, Des Moines, Milwaukee, Minneapolis, Oklahoma City, Omaha, Philadelphia, Providence and Seattle dipped under their previous week. In other words, 16 gained and 12 lost.

Detailed figures for the week ending Aug. 20-21 follow:

CITY	NO. THEATRES	GROSS
Albany	5	$29,310
Baltimore	8	80,125
Boston	8	156,000
Buffalo	5	85,200
Charlotte	2	15,500
Chicago	7	192,050
Cincinnati	7	64,538
Cleveland	6	79,500
Denver	5	53,250
Des Moines	3	28,200
Houston	4	34,300
Indianapolis	5	43,400
Kansas City	5	62,000
Los Angeles	13	177,400
Milwaukee	6	62,400
Minneapolis	5	49,500
Montreal	6	50,200
New York City	13	387,337
Oklahoma City	4	24,200
Omaha	4	33,050
Ottawa	6	24,900
Philadelphia	8	120,200
Portland	5	45,600
Providence	5	43,300
San Francisco	9	139,550
Seattle	7	60,500
St. Paul	4	32,500
Toronto	5	63,000

"BUY RIGHT—BUT BUY NOW"

H. M. Addison Going to Cleveland Sept. 1

ROCHESTER—H. M. Addison, who passed up a trip to Europe for Fox two years ago to help build up the Rochester Theatre, 4,000-seat house and largest in the city, on September 1 takes over his new post as supervisor of Loew's Cleveland division, numbering 11 houses.

Addison stuck with the Rochester after it had been taken over by Loew's and later was promoted to managing director of the Penn in Pittsburgh.

"BUY RIGHT—BUT BUY NOW"

Awaits Stage Shows

STEUBENVILLE, O.—This will probably become a one-day spot for stage shows following recent legalizing of Sunday performances in Ohio. Warners are figuring on routing their big acts, and possibly the entire stage bills intact, in here from the Stanley, Pittsburgh, 55 miles distant, for a Sunday date of four shows. Pittsburgh houses only play a six day week, and this town is one of Warners' strongholds now without flesh on the stage.

"BUY RIGHT—BUT BUY NOW"

Brown Heads Firm

LOS ANGELES—Manne A. Brown, former district manager for Tiffany, now is operating Pacific Coast Exchanges, Ltd., of which he is vice-president and general manager. Branches are to be established in other Pacific keys. Independent product will be handled.

"BUY RIGHT—BUT BUY NOW"

RKO Outing Saturday

RKO, Radio Pictures, and RKO Pathe hold their annual outing at Indian Point on Saturday.

"U.S. Trag.," 'Mary Ann' Are Chicago Tops

Total $192,050 for 7 Theatres

CHICAGO—"An American Tragedy" brought joy to the United Artists Theatre, where in its first week it grossed $33,500, the house average intake being $24,600. "Merely Mary Ann" was the next in line with a take of $32,675 at McVickers, where the deadline figure is $28,500. All other houses were below.

Estimated takings for the week ending August 19 and year-round weekly averages:

"AN AMERICAN TRAGEDY" (Para.)
UNITED ARTISTS—(1,700), 35c-50c-75c-85c, 1st week. **Gross:** $33,500. (Average, $24,600.)

Week Ending Aug. 20:
"DIRIGIBLE" (Col.)
STATE-LAKE — (2,776), 35c-50c-75c-85c, 1st week. **Gross:** $17,500. (Average, $30,-200.)

Week Ending Aug. 21:
"SECRETS OF A SECRETARY" (Para.)
CHICAGO—(4,000), 35c-50c-75c-85c, 7 days. Stage show. **Gross:** $38,400. (Average, $46,000.)
"MERELY MARY ANN" (Fox)
McVICKERS — (2,284), 35c-50c-75c-85c, 2nd week. **Gross:** $32,675. (Average, $28,-500.)
"THE RECKLESS HOUR" (F. N.)
ORIENTAL—(3,940), 35c-50c-75c-85c, 7 days. Stage show with Duke Ellington. **Gross:** $34,000. (Average, $36,500.)
"HUCKLEBERRY FINN" (Para.)
ROOSEVELT — (1,591), 35c-50c-75c-85c, 2nd week. **Gross:** $17,500. (Average, $23,-200.)

Week Ending Aug. 22:
"THEIR MAD MOMENT" (Fox)
PALACE—(2,509), 35c-50c-75c-85c, 7 days. Vaude. **Gross:** $23,475. (Average, $24,000.)

"BUY RIGHT—BUT BUY NOW"

Iowa Merchants Aid Free Silent Show Idea

DES MOINES—Several dozen Iowa towns are showing silent pictures during the summer months in tieups with merchants to bring in patronage for the business houses through free shows. In southern Iowa, Wayne Barry is offering service once a week or every two weeks to theatres in a string of twelve with the merchants of the town contributing one dollar each to put on the show.

"BUY RIGHT—BUT BUY NOW"

Treats Kids

DAYTON, O.—Ralph E. Thayer, manager of RKO Keith's, donated the use of house to a local daily for three morning matinees of "Dirigible," which were attended by more than 3,000 kiddies from the city and surrounding territory, guests of the paper.

"BUY RIGHT—BUT BUY NOW"

Named Sales Manager

DALLAS—Lloyd B. Rust has been appointed sales manager of the Allied Film Exchanges, Big 4 distributor, by Jack Adams, manager.

$103,750 Is "Bad Girl's" Take at Roxy

Total $387,337 for 13 Theatres

"Bad Girl," as pre-cited, led Broadway last week with a gross of $103,-750. This is approximately $1,250 under the figure set for it by the Fox organization and represents smash business for that theatre in these times.

"American Tragedy," with $14,500 for its second full week, is excellent business for the diminutive Criterion. Over at the Capitol, a run of good pictures is reflecting the old, but true, wheeze about real attractions bringing in the money. "Sporting Blood" there grossed $62,460 which, after two weeks of "Politics," is business that means something. "Silence" shot the Paramount gross up to $56,100, an advance of $7,500 over the previous week when "Huckleberry Finn" played the house. That's money, too.

The Warners, with the exception of the Warner theatre, which dropped to $1,646 last week on a daily revival policy, are finding their Broadway experience a pleasant one. "Bought" at the re-opened Hollywood nabbed $41,-263 in its first week and "The Star Witness," in its third week at the Winter Garden, $34,420. This week "The Last Flight" at the Strand is heading toward an approximate $36,-000.

Estimated takings week ending August 20:

"A FREE SOUL" (M-G-M)
ASTOR—(1,120), 50c-$2, 12th week, 7 days. **Gross:** $13,960.
"SPORTING BLOOD" (M-G-M)
CAPITOL—(4,700), 35c-$1.50, 7 days. Stage show. **Gross:** $62,460.
"AMERICAN TRAGEDY" (Para.)
CRITERION—(850), 50c-$2, 2nd week, 7 days. **Gross:** $14,500.
EMBASSY
EMBASSY—(598), 25c, 7 days. **Gross:** $9,614.
"BOUGHT" (Warners)
HOLLYWOOD—(1,549), 65c-85c, 7 days. **Gross:** $41,263.
"THE MIRACLE WOMAN" (Col.)
MAYFAIR—(2,300), 40c-$1, 7 days. **Gross:** $15,650.
"SILENCE" (Para.)
PARAMOUNT—(3,700), 40c-$1, 7 days. Stage show. **Gross:** $56,100.
"THE CANARY MURDER CASE" (Para.)
"LADIES LOVE BRUTES" Para.)
and
"FRONT PAGE" (U. A.)
RIALTO—(1,904), 25c-50c, 7 days. **Gross:** $7,500.
"SMILING LIEUTENANT" (Para.)
RIVOLI—(2,103), 40c-$1, 5th week, 7 days. **Gross:** $17,200.
"BAD GIRL" (Fox)
ROXY—(6,200), 50c-$1.50, 7 days. Stage show. **Gross:** $103,750.
"MEN ARE LIKE THAT" (Col.)
STRAND—(3,000), 35c-$1, 6 days. **Gross:** $9,274.
"DISRAELI," "GENERAL CRACK," "NOAH'S ARK," "WEARY RIVER," "SON OF THE GODS," "ON WITH THE SHOW," "GOLD DIGGERS OF "BROADWAY"
(Warners)
WARNERS—(1,490), 35c-75c, 7 days. **Gross:** $1,646.
"THE STAR WITNESS" (Warners)
WINTER GARDEN—(1,493), 3rd week, 7 days. **Gross:** $34,420.

"BUY RIGHT—BUT BUY NOW"

Secord Buys Another

MARYSVILLE, O. — V. G. Secord, manager Kapee, LaRue, Ohio, has purchased the Richwood here from Mrs. H. B. Dubbs. The house will be remodeled, and complete new equipment installed.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 75 NEW YORK, THURSDAY, AUGUST 27, 1931 TEN CENTS

Distribs to Cover Metro Protest Meet

Will Have Undercover Agents on Hand

All distributors intend to keep posted upon the Metro National Protest meet being sponsored by the M. P. T. O. A. of Philadelphia and Southern New Jersey and which is to be held in New York September 1. Representatives of every national company are slated to be on hand for the conclave, it is understood, which will be open to all exhibitors. A number of companies are expected to be put on the pan for their selling tactics on new product.

Leaders of the two New York City

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Studios to Decide On Endorsements

HOLLYWOOD—Producers have not made any definite arrangement on their plan to ban advertising endorsements by players and directors, but now are working on the plan, states Fred Beetson, secretary of the Association of Motion Picture Producers.

The ban will be in cases where such endorsements are "detrimental to

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

RKO Nearly Set On M-G-M Contract

M-G-M and RKO are understood getting together on a product deal which would bring Leo's output into practically all of the RKO houses throughout the country. Exactly how many theatres are involved in the deal has not yet been determined.

Dumbbell

One of the floor reception clerks at Warners has one of those Bobby Jones complexes and keeps four photographs of the golf star on her desk constantly. The other day a visitor stopped and asked for an executive.

"Name, please?" asked the clerk.

"Jones," said the visitor.

"And your initials?"

"Bobby."

And not until he had left did the female of the species realize that the visitor was her hero.

Oldknow and Arthur Set to Switch Posts

First Step Will Take Effect in October

A closer interlocking of Fox theatre operation is on the way with Harry C. Arthur and Oscar Oldknow, it is understood, alternating between New York and Los Angeles every six months.

Arthur is preparing to leave Labor Day on a swing of all Fox divisions in the East after which he will motor to the Coast. Following conferences with Oldknow, at present operating head of Fox West Coast Theatres, Arthur is expected to remain there for six months to handle that end of the theatre circuit while Oldknow assumes Arthur's duties in the East for a like period.

The plan is similar to the one gov-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Directors' Aides May Form Union

HOLLYWOOD—Assistant directors are talking of forming a labor union. They feel that they are victimized by every economy move that comes along and want the safeguard of organization to protect their wage scale.

"BUY RIGHT—BUT BUY NOW"

Coast Hears U. A. to Close; 'No'—Schenck

HOLLYWOOD—Reports current here yesterday had it that United Artists would shut down its studio for six months starting November 1.

Joseph M. Schenck told the MOTION

(*Continued on page 2*)

Eyeing Chi

Deliberations in a number of cities between operators and exhibitors hinge upon the outcome of the Chicago struggle. The one-man-in-the-booth stand of Chicago exhibitors is being watched by a number of cities, several of which already have voiced their demands for a one-man policy and are awaiting developments in Chicago before attempting a similar course.

'Queer People' Is Halted By Release Jam

HOLLYWOOD — Distribution is the stumbling block faced by Howard Hughes in his desire to produce "Queer People." Although many players are averse to appearing in the story which ridicules Hollywood, times are such that many of the free lancers can't presume to be high hat in the matter and probably will welcome employment if the producer goes through with his plans to film the story.

Releasing is the hitch in the matter.

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Cagney Getting New Deal from Warners

James Cagney's difficulties with Warners have been settled and a new agreement drafted for his signature. Cagney is to go to the Coast Sunday and his next picture, "Blind Spot," will start September 8.

Terms of the new agreement will

(*Continued on page 6*)

"BUY NOW" SALES

All Vitaphone two-reel product is covered by a new contract signed with the Benton circuit. This, with previous contracts, secures 100 percent booking of Vitaphone shorts with this circuit, which embraces ten towns in the Albany territory.

The Robb & Rowley division of the Hughes-Franklin circuit has signed for the entire Vitaphone product. Robb & Rowley cover theatres in about 20 towns in Texas.

The campaign to "Buy Right—But Buy Now" has the support of A. B. Hyman. He has bought from J. R. Grainger the 48 new season Fox pictures to be shown in the Albee and Orpheum theatres in Huntington, W. Va.

The "Buy Right—But Buy Now" statisticians in the Warner-First National sales department are still work-

(*Continued on page 8*)

National Slant Is Given to Chi Operator Fight

Canavan Summons Chi Officials for Confab

Although the International usually follows a hands off policy in local labor troubles, unless requested to intervene by the local, William Canavan, head of the Operators' and Stagehands' International, has summoned Tom Maloy, Thomas Reynolds, Emmett Quinn and Ralph O'Hara, union officials, to confer in New York on the Chicago situation.

The Chicago union officials will be in New York today for conferences with Canavan. The latter is backing up the union in the Chicago fight, stating that any settlement on other than a two-man basis is remote and adding that if the Chicago local accepts less, he would be inclined to revoke its charter. The International is said to be prompted by the belief that outcome of the Chicago fight will

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

AMPA Prexy Has This Baby Slant

The AMPA, having a president after all, MOTION PICTURE DAILY determined it might be an idea to beard Mike ("Six Syllable") Simmons in his den to get his slant on the AMPA-WAMPAS ruckus over "Baby Stars."

"Babies?" beamed the venerable president. "Ah, the babies, such cute little nippers; yes, my latest is six

(*Continued on page 8*)

See Loew Building

Philadelphia — That Loew lease on Keith's as a showwindow for its own and United Artists product is regarded along Film Row as a temporary affair to run the length of the lease after which, local dopesters would have it, Loew's will build a big first run here.

M-G-M gets at least one other outlet here, despite booking difficulties with Warners, in the new Midway at Kensington and Allegheny Aves. which opens Thanksgiving Day. The house will seat 3,200 and is being built by the Shapiro interests.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 27, 1931 No. 75

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *Leo Meehan*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.

London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Giving Free Shows Despite Injunction

Despite an injunction handed down some weeks ago prohibiting free shows in five New York parks, the Women's Labor Auxiliary and Mothers' Club again is showing gratis screenings. The club, said to be composed of operators' wives from local 306, is understood to be doing this as a slap at Lee Ochs, who some time ago dispensed with union men in all of his theatres. It is understood that the Nathan Burkan office, lawyers for Ochs, is seeking to get a contempt of court order against the operators of the shows.

"BUY RIGHT—BUT BUY NOW"

Coast Hears U. A. to Close; 'No'—Schenck

(*Continued from page* 1)

PICTURE DAILY last night that it was planned to close the studios in December, but production schedules outlined by Sam Goldwyn and Howard Hughes were sufficient to keep the studios going.

"BUY RIGHT—BUT BUY NOW"

Scene at "Street Scene"

"Street Scene" opened at the Rivoli last night with the police reserves on hand to check the crowds. Several newspaper critics who arrived at 8:50 to meet the scheduled nine o'clock showing made no effort to disguise their annoyances that the press rows and reserved seats in the loges and orchestra were completely filled and if they wanted to catch the show would they have to sit in the upper reaches of the second balcony.

"BUY RIGHT—BUT BUY NOW"

Appearance Cancelled

Because of screen contractual difficulties, Barbara Stanwyck's personal appearance at the New York Paramount has been canceled.

"BUY RIGHT—BUT BUY NOW"

Plans Compson Feature

HOLLYWOOD—Dr. Otto Peters, inventor of the physephone method of camera use, is to make a feature titled "Ave Maria," with Betty Compson as the star.

Purely Personal

LOUIS WEISS of Weiss Bros. Artclass Pictures Corp., left New York yesterday for a week's sales trip through Middle West key cities. His route will take him through St. Louis, Kansas City, Omaha and Denver to Chicago where he will stop over for a conference with Irving Mandel of Security Pictures, territorial distributors of Weiss Bros.' 12 features for the current season and the eight Harry Carey westerns. Two of Weiss Bros.' 12 features, "Night Life in Reno" and "Pleasure" have been completed.

HOWARD DIETZ, Eugene Picker, Morris Kutisker, Albert Hammerslag, Tom Gerety, Jack Shapiro, Meyer Shapiro, Bruce Gallup, Don Mersereau, Mort Spring, Julius Cohen, George Hoffman, Lou Metzger, Leo Lubin and Arthur Stebbins are among those expected to enter the forthcoming ping-pong tournament at the Motion Picture Club. The contest is to get under way the Monday after Labor Day.

SAM WARSHAWSKY, we forgot to narrate yesterday, is author of "Women of Destiny," the play now premiering at the Wharf Theatre, Provincetown. He said a lot of nice things yesterday about the opening but that's understandable, to say the least.

MIKE CULLEN, former manager of the Loew theatre, Washington, has assumed his new duties as manager of the Loew Penn in Pittsburgh, succeeding H. M. Addison, who is now division manager of the Loew theatres in Cleveland.

HY DAAB, Radio advertising and publicity chief, likes to hark back to those good old days when Amos 'n' Andy in "Check and Double Check" were knocking 'em for a loop at theatres throughout the country.

JACK SIMON, former manager of Loew's Aldine in Pittsburgh is now publicity director of the Penn, succeeding William A. Clark, who resigned to accept a position with a Cincinnati radio station.

PAUL LAZARUS narrowly missed collision with a street car the other day, although Paul doesn't know it. The car crept up behind Lazarus and almost succeeded in making a strike.

JACK ELLIS, Radio's New York exchange manager, has closed deals with Manhattan Playhouses and the Frisch-Rinzler theatres, involving 30 houses.

SI FABIAN dropped into the picture club the other day for the first time in some time and agreeably surprised a lot of fellows who know him well.

AL LICHTMAN has gone in for pocket billiards—pool to you—and expects to stay at it long enough to lick Artie Stebbins.

JOE LEO and Alfred Fiegal are doing a Gold Dust act these days. You'll always find them lunching together at the picture club.

DAVE LOEW is after Lou Brecker's handball scalp and expects to tie it to his belt sometime in the next ten days.

MEYER DAVIS, who has a lot of orchestras named after him, now visits the Motion Picture Club regularly.

LOU GELLER again has sworn off cigars. He's taking to candy to offset the inclination to grab a weed.

NATHAN BURKAN, according to the overseas mail, is taking the cure at Carlsbad.

JULES BRULATOUR has been spending a lot of time at Atlantic City this summer.

LEO KLEBANOW, just over an appendicitis operation, has lost sixteen pounds.

LIL DAGOVER will visit Governor Roosevelt at Albany on Monday.

LOU BAUM recently rounded out three weeks in the Canadian woods.

Stocks Gain; E. K. Up 4 Points

	High	Low	Close	Net Change	Sales
Eastman Kodak	142¾	138	142	+4	2,300
Fox Film "A"	13¼	12¾	13¼	+ ⅜	6,400
General Theatre Equipment new	2¼	2⅛	2¼	+ ⅛	1,100
Loew's, Inc.	48½	46⅞	48⅜	+1	3,000
Paramount Publix	24⅛	23½	24	+ ¾	1,300
Pathe Exchange	1¼	1¼	1¼	— ⅛	100
RKO	15	14⅛	14¾	+ ⅜	1,700
Warner Bros.	8¼	8	8¼	+ ¼	3,000

Curb Market Dull

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9⅝	9⅝	9⅝	+ ⅛	100
Fox Theatres "A"	2⅜	2⅜	2⅜	.....	100
General Theatre Equipment pfd	4⅛	3⅞	4	.....	2,100
Sentry Safety Control	⅝	⅝	⅝	.....	400
Technicolor	6½	6½	6½	+ ⅜	200
Trans Lux	5	4¾	5	+ ¼	400

Bonds Irregular; G. T. Up ⅜

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	21½	20½	21¼	+ ¾	14
Loew's 6s '41 ex war	98¼	98¼	98¼	— ¼	1
Paramount Broadway 5½s '51	102¾	102¾	102¾	— ¼	1
Paramount F. L. 6s '47	86	86	86	+ ½	2
Paramount Publix 5½s, '50	78	78	78	.....	15
Pathe 7s '37 ww	94¾	94½	94¾	+ ¾	10
Warner Bros. 6s '39 wd	54	53	54	.....	15

Oldknow and Arthur Set to Switch Posts

(*Continued from page* 1)

erning publicity and advertising which Harley L. Clarke is credited with having determined upon. Under it, Glen Allvine assumed Vic Shapiro's duties at the studio last spring while Shapiro handled Allvine's post in New York.

"BUY RIGHT—BUT BUY NOW"

W. E. Sells 146 More Units, States Bunn

Western Electric, according to Charles W. Bunn, has recently placed its reproducers in 146 more theatres. Thirty-four states, Hawaii and the District of Columbia are included in the installations.

"BUY RIGHT—BUT BUY NOW"

Val Paul Production Chief at RKO Pathe

HOLLYWOOD—Val Paul, who has been associated with Charles R. Rogers since the latter was an independent producer, has been appointed production manager at the RKO Pathe studios.

"BUY RIGHT—BUT BUY NOW"

Monogram Bookings

"Mother and Son," latest Monogram feature, has been booked for a week's run at the Steel Pier in Atlantic City and for a week at the Globe Theatre, Bethlehem, Pa.

"BUY RIGHT—BUT BUY NOW"

Trimming in Columbus

COLUMBUS—Loew's Ohio is reported to have received instructions to discontinue the relief organist, and dispense with a banjoist, violinist and saxophone player in the orchestra as a means of further reduction in overhead.

"BUY RIGHT—BUT BUY NOW"

Held for 3rd Week

The Roxy is holding "Bad Girl" for a third week. This is the first picture to be held that long since "Common Clay" played the theatre for four weeks last August.

"Bad Girl" Going Big

HOLLYWOOD — Despite the hottest weather in years, "Bad Girl" is enjoying sensational business at Grauman's Chinese and the Criterion.

"BUY RIGHT—BUT BUY NOW"

Keefe on "Telegraph"

Willard Keefe, playwright and newspaper man, has succeeded Paul Swinehart as city editor of *The Morning Telegraph*.

"BUY RIGHT—BUT BUY NOW"

"Bought!" Reopens Boyd

PHILADELPHIA—The Warner Boyd, which has been closed for the summer, will reopen on Sept. 3 with "Bought!"

"BUY RIGHT—BUT BUY NOW"

Heyburn to Fox

Weldon Heyburn, stage player, has been signed by Fox and is already en route to the Coast where he arrives on Saturday.

IT'S A PLEASURE!

6 Column Ad Mat, FREE!



NOTE:
THIS MAT MEASURES
6 columns by 280 lines.
It can be used complete or cut apart and arranged to suit your own spaces.

M-G-M exhibitors capitalize on the fact they have booked the great M-G-M product.

This ad is being used in newspaper promotion, also as a throwaway, and for program adaptation.



PAG

The Stage Su





A SURE-SHOT BOX-
IN A HIGH POWERE

Screen play by William Glazer from the
A JOHN FRANCIS DILLON Production.

Another Great Hit fro

AN LADY

ss is a Screen Achievement!



ICE CAST . . .
MONEY GETTER!

play by William DuBois.
ced by H. D. Edwards.

COLUMBIA PICTURES

Dependable Columbia!

'Queer People' Is Halted By Release Jam

(Continued from page 1)

Hughes has a deal on with United Artists, but the understanding is that the company first will insist on a preview and then determine if it wants to sponsor its release to the trade.

However, if the film proves objectionable to the industry, Hughes would face risk of running into a jam with other producers and distributors, who would resent a film placing the business in an unfavorable light. That would mean the film probably would be state righted and featured over the Hughes-Franklin circuit.

A number of friends, meanwhile, are understood to have "gotten to" Hughes in the matter, pointing out it would be bad business to picturize the novel which so aroused Hollywood.

Hughes-Franklin Theatres is continuing its theatre expansion program, states Harold B. Franklin, operating head of the circuit, who is in New York in connection with several deals.

"BUY RIGHT—BUT BUY NOW"

Desmond and Farnum In Monogram Film

HOLLYWOOD—Trem Carr, Monogram production head, has cast William Desmond, Franklyn Farnum and Ed Brady in supporting roles to Bill Cody and Andy Shuford in Director Harry Fraser's "Oklahoma Jim." Others in the cast are Marion Burns, John Elliott, Si Jenks, Chief Standing Bear and Earl Dwire.

"BUY RIGHT—BUT BUY NOW"

Warner in Oklahoma City on RKO Time

OKLAHOMA CITY—Definite assurance that the Warner Theatre here will be on the RKO vaudeville circuit next fall has been given by officials to Robert Hutchinson, zone manager for Warners. The Warner, which has been dark all summer, will open about October 1, if the vaude circuit hits here by then, according to Hutchinson.

"BUY RIGHT—BUT BUY NOW"

Cagney Getting New Deal from Warners

(Continued from page 1)

not be made public until Cagney returns to the studio. Mediation of the Artists Managers' Association on the Coast was instrumental in bringing about a settlement. Cagney came East after an argument over salary.

"BUY RIGHT—BUT BUY NOW"

Switch Spanish Policy

Spanish-dialogue policy is to be adopted by the Regun, one of the Manhattan Playhouses group, with the San Jose dropping this policy in favor of Spanish stock. Sherman and Steinman are sending a representative to Havana to assemble a troupe. Meanwhile, the Mount Morris soon will adopt a combination policy, offering pictures and five acts of vaudeville.

Looking 'Em Over

"The Cannonball"

(*Educational*)

Completely goofy, but funny and novel. Andy Clyde, a rocket inventor, finds himself heir to a one-horse railroad that has a chance of surviving if it beats a competitive motor bus over a given route to land a mail contract. The train is a panic and some of the gyrations it goes through are certain to nab laughs, although there isn't much reason to what transpires. When matters look dark, along comes the rocket which the audience will have forgotten by this time, to supply power to the archaic train and shove it across the winning line.

"100 Per Cent Service"

(*Paramount*)

Burns and Allen have a number of funny shorts to their credit. This is another. It's all a lot of nonsense built along the comedy lines which this vaudeville team knows how to put over so well. The gags are clever and the tempo fast. Worth a pay. Running time, 10 minutes.

"Trail of Swordfish"

(*Educational*)

This is the first of the "Cannibals of the Deep" series and develops into an above-the-average short subject. Most of the shots, nabbed off the Lower California coast, were photographed by Mack Sennett, as the title tells you, on the trail of the swordfish. It's a fine camera job and very effective. The shots of the swordfish strike are very well done and, for once at least, the fisherman doesn't land his strike.

"The Tamale Vendor"

(*Educational*)

What entertainment value this has is entirely due to Tom Patricola, his dancing feet, his mandolin and his singing style. He finds himself messed up with a senorita, committed to wed a burlesqued Mexican she can't see. Patricola extricates her from the mess, but finds he has to move his nimble feet pretty fast to get away with it. Satisfactory.

"Dreamworld"

(*Educational*)

One of the romantic Journeys, produced by Brown-Nagel Prod. and released via Educational. With Claude Flemming as narrator and Multicolor photography, this subject covers scenic highlights and various playlands in Southern California.

The color occasionally gets a bit glaring and, as usual, the red dominates. Subject matter, however, is interesting.

"The Trap"

(*Educational*)

This is considerably better than a number in the Burns detective series previously caught by this reviewer. Held to approximately 11 minutes, the crime story opens with a punch sequence of a prisoner using a rapidly-moving train and an aeroplane to make his escape from state's prison. Determined to get the public official who sent him up, the criminal attempts to pull a fast one but is foiled through the medium of a tear gas gun compressed into the shape of a fountain pen. Will please.

KANN.

"The Panic Is On"

(*M-G-M*)

Charley Chase doesn't rate this kind of material. It's an unfunny subject in which attempt is made—unsuccessfully—for the most part—to squeeze humor out of the current depression. Charlie is broke and must raise $50,000 to gain father's consent to marry the girl. Some thugs hire him to deliver an extortion letter which lands him the necessary cash. Situations are forced and the gags old. Not worthy of Hal Roach or Chase. Running time, 20 minutes.

HYNES

"One More Time"

(*Vitaphone* 5602)

A cartoon of the Merrie Melodies variety dealing with a group of gangsters getting playful with the cop. "One More Time" is a catchy melody sung by the characters at various times. Synchronization is well done. Running time, 7 minutes.

"Tennis Technique"

(*Sport Champions—M-G-M*)

First of the "Big Bill Tilden" tennis shorts produced by M-G-M. It's there. Using a boy and girl, novices at the game, as a foil, Tilden explains and shows some of the fundamentals of the game. Slow motion and stop camera shots of strategic plays enhance the value of the picture.

Excellent for tennis players and absorbing as well to those who don't play the game. Running time, 8 minutes.

"A Mellon-Drama"

(*RKO-Pathe*)

HOLLYWOOD—Clark and McCullough sure had a preview audience at the Fairfax going the night "A Mellon-Drama" was slipped in. Here the comedians are cast as a brace of private detectives engaged to protect Jimmy Finlayson from a bomb plot. The foolishness that results moves the comedy along at a brisk clip. The audience voted this one in.

"The Voice of Hollywood"

(*Tiffany*)

Lew Ayres is the guest announced in this latest of the S-T-A-R series. He introduces a number of celebs, including Charlie Chaplin, Dolores Del Rio, June Collyer, Carl Laemmle, Constance Bennett, Mitzi Green and Chester Conklin. It's interesting. Running time, 10 minutes.

"Wild and Woolly"

(*M-G-M*)

This has some great action, a picturization of a rodeo which is a real big leaguer. Pete Smith offers some wisecracking monologue to accompany the action. The puns are not so hot, but the action stuff offsets this. Running time, 9 minutes.

Dreiser Tale Lures Dough In Los Angeles

Total $150,900 for 12 Theatres

LOS ANGELES—Terrific heat, the worst in five years, played havoc here. Cool theatres enticed matinee fans, but night business was off generally. "An American Tragedy" continued strong at the United Artists, where it got $20,000, while "Sporting Blood" and "The Public Defender" did well at the State and RKO.

Estimated takings for the week ending August 26 and year-round weekly averages:

"EL PASADO ACUSA" (Ind.)
CALIFORNIA INTERNATIONAL—(2,060), 25-50c, 7 days. **Gross:** $4,400. (Average, $5,000.)

"TRANSATLANTIC" (Fox)
FOX CRITERION—(1,652), 35c-65c, 7 days, 2nd week. **Gross:** $6,400. (Average, $10,000.)

"TRANSATLANTIC" (Fox)
GRAUMAN'S CHINESE—(2,030), 25c-65c, 7 days, 2nd week. **Gross:** $7,700. (Average, $8,000.)

"SPORTING BLOOD" (M-G-M)
LOEW'S STATE—(2,418), 35c-65c, 7 days. "Greetings" Idea. **Gross:** $25,000. (Average, $27,000.)

"WOMEN GO ON FOREVER" (Tiff.)
LOS ANGELES—(2,100), 25c-65c, 7 days. Stage show, Babe Egan and "Hollywood Redheads." **Gross:** $12,600. (Average, $16,000.)

"DIRIGIBLE" (Col.)
ORPHEUM—(2,750), 35c-65c, 7 days. **Gross:** $12,200. (Average, $16,000.)

"THE MAGNIFICENT LIE" (Para.)
PANTAGES HOLLYWOOD—(3,000), 35c-65c, 7 days. F. & M. "Gay Vienna" Idea. **Gross:** $13,100. (Average, $15,000.)

"SECRETS OF A SECRETARY" (Para.)
PARAMOUNT—(3,596), 35c-65c, 7 days. Oscar Baum and stage revue. **Gross:** $16,400. (Average, $25,000.)

"THE PUBLIC DEFENDER" (Radio)
RKO—(2,700), 35c-65c, 7 days. **Gross:** $14,600. (Average, $15,000.)

"BOUGHT" (Warners)
WARNER DOWNTOWN—(2,400), 2nd week, 7 days, 35c-50c. **Gross:** $9,000. (Average, $15,000.)

"BOUGHT" (Warners)
WARNER HOLLYWOOD — (3,000), 7 days, 35c-50c. **Gross:** $9,500. (Average, $14,000.)

"AN AMERICAN TRAGEDY" (Para.)
UNITED ARTISTS—(2,100), 35c-65c, 7 days, 2nd week. **Gross:** $20,000. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Mixed Reception for Hayakawa's Return

Seven New York critics hail return of Sessue Hayakawa to American pictures, after an absence of 12 years, with a mixed reception. He is one of the leads in "Daughter of the Dragon" (Paramount), now current at the Paramount Theatre.

What the critics think of his performance is this:

AMERICAN—*It is an event that causes regret that this skilled performer delayed this debut far so long.*

DAILY NEWS—****After 12 years' absence*****just as handsome and capable as he ever was.****

EVENING JOURNAL—****speaks his lines with a pronounced accent.*

GRAPHIC—****return to the screen has been delayed too long.*

HERALD-TRIBUNE—*Then, too, Sessue Hayakawa, the Japanese playing a Chinese, is exposed in her (Anna May Wong's) presence as a curiously unsatisfying actor.*

MORNING TELEGRAPH—*He handles his role of Ah Kee in his usual capable manner and his speaking voice, heard for the first time, I believe, on the screen, seems fully in keeping with his bland, suave personality.*

SUN—*Mr. Hayakawa, in the role of Ah Kee, plays well enough, though he speaks with a decided accent.*

TIMES—****he does moderately well, even though his lines are not always spoken so that one can understand them.*

UNIVERSAL SHORTS GRAB THE HEADLINES

"First to Fight"
(Universal)

A pip and without a doubt the best of the Slim Summerville series. Plenty of action and comedy are provided by the gangling bugler and Eddie Gribbon, the burly sergeant, who leave the A. E. F. to join the Marines. The boys continue to make a play for the same girl, a nurse in this case, with neither getting her in the end. The radio sequence is a wow for laughs. It's in four reels and Universal is selling it as a special. You shouldn't think twice about grabbing it. Running time, 44 minutes.

M.P. Daily

Slim Summerville, George Sidney, Charlie Murray, Daphne Pollard and a host of other real stars in
TWO-REEL COMEDIES

Christy Walsh's
ALL-AMERICA SPORTS REEL

STRANGE AS IT SEEMS

THE SHADOW
Two-Reel Mystery Series

DANGEROUS JOBS

OSWALD
The Lucky Rabbit Cartoons

Graham McNamee, NBC ace, as the Talking Reporter for
UNIVERSAL NEWSPAPER NEWSREEL

"Notre Dame Offensive System"
Universal — Time, 10 mins.
Fast Football

The second in the Knute Rockne-Notre Dame series. A fine exposition of the offensive systems used by the leading college football teams as compared with the Notre Dame brand. The Notre Dame coach leads off each play with a description, and then shows the tactics that his team has built up to offset the opposition plays. This reel is one of the fastest and snappiest football films ever shot, and the slow motion views make it easy to follow every action of the individual players.

"North Woods"
Universal — Time, 16 mins.
Good Cartoon

Burlesquing the Northwest Mounted, Oswald has a tough time trying to capture the bandit, who finally escapes after he has been handcuffed. Several cartoon devices are employed to work up chases and counter-chases, with Oswald's horse playing a prominent part. This is well up to standard for this type, moves fast, and has a good sprinkling of comedy gags.

M.P. Daily

Film Daily

"A Burglar to the Rescue"
Universal — Time, 22 mins.
Thrill Number

Initial subject in the Shadow Detective series is built up with a lot of creepy suspense by the employment of a shadow projected every so often throughout the action, with the voice of the shadow forecasting the retribution that awaits the criminal. The story covers the case of a president of a small town bank who has been appropriating the funds. This night he is working over his books, when a visitor arrives with a leveled gun. In the conversation between the two, it develops that he is an escaped convict, a former cashier of the bank railroaded by the president to cover his thefts. The climax is dramatic and carries a good kick.

"Strange As It Seems, No. 10"
(Universal)

Many interesting oddities are contained in this number, the outstanding feature showing an Hawaiian catching and eating an octopus. Will appeal to all types of theatregoers. Running time, 10 minutes.

Film Daily.

M.P. Daily

Howdy Mates
(Unversal)
Swell

This one has a barrel full of laughs. Lloyd Hamilton with his funny walk and peculiar mannerisms walks off with the honors. There's a real kick in the sequences following the dog eating the whistle. Running time, 10 minutes.

M.P. Daily

Produced by
M. STANLEY BERGERMAN. Two-reel comedies supervised by Eddie Kaufman and Sam Friedman.

RIDE WITH **UNIVERSAL** AND YOU RIDE WITH A WINNER

Distribs to Cover Metro Protest Meet

(Continued from page 1)

exhibitor units in addition to Sidney Samuelson, president of the Allied Theatre Owners of New Jersey, are expected to be on hand. Whether they will represent their units in an official capacity depends on whether the meeting will be a general protest affair or directed against M-G-M alone. Rudy Sanders, president of the Brooklyn Theatre Owners, will attend, and Sam Sonin will be on hand for the T. O. C. C. Walter Vincent is scheduled to be chairman of the meeting.

"BUY RIGHT—BUT BUY NOW"

Jersey Unit Planning N. Y. Headquarters

Allied Theatre Owners of New Jersey will shortly have its own headquarters and meeting place. A committee has been appointed by Sidney Samuelson, president, to collect data on the plan. A location near the New York Film Center is being sought.

The next regular semi-monthly meeting of the unit planned for Sept. 1 has been called off so that members can attend the Metro National Protest Meet in New York on that date. Weekly meetings will be resumed next month.

"BUY RIGHT—BUT BUY NOW"

21,250 Billboards Are Removed in Maryland

BALTIMORE — Harry D. Williar, Jr., chief engineer of the Maryland state roads commission, has announced that 21,250 signs, billboards and posters have been removed from the roads in two campaigns recently conducted under an act of the last Legislature restricting and licensing them under control of the commission.

Licenses are provided in the act and the revenue taken in by the commission amounts to $10,845.18. Persons or concerns advertising their own products have taken out 3,790 licenses while 3,462 licenses have been issued to persons or concerns conducting advertising businesses.

The Rivoli, through Frank Price, Jr., manager, has just engaged sixteen 24-sheet stands for the reopening of that house for the first two weeks from the Morton Sign Co. for strategic positions around Baltimore.

"BUY RIGHT—BUT BUY NOW"

Fox Manager Has Buying Supervision

ST. LOUIS—Under a new order of things the local Fox Theatre will be under the personal management of Harry Greenman. Heretofore the matter of selecting pictures, the molding of stage shows, etc., was decided by the New York offices with Greenman merely acting as resident manager or director of the house. But under the new arrangement Greenman personally will be in complete charge. The change is in line with the reorganization scheme being put into effect in the Eastern division of the Fox theatres, whereby a system of local management is being substituted for central office control.

"BUY NOW" SALES

(Continued from page 1)

ing at fast speed recording the closing of contracts. Recent deals consummated include:

Georgia
Rex, Griffin, J. M. McCarthy.

Illinois
American, Mt. Carmel, Theodore Coleman.

Iowa
Ritz, Denison, Henry Saggau.

Maryland
Clover, Baltimore, B. N. Livingston; Plaza, Baltimore, Peoples' Theatre Co.

Michigan
Oakman Boulevard, Detroit, Oakman Boulevard Theatre Co.; Graystone, Detroit, Anthony Dubiel; Imperial, Detroit, M. J. Chargot; Dreamland, Fennville, J. E. Nickerson.

Minnesota
Southern Minneapolis, E. J. Tunstall; Arcade, St. Paul, Irving Gilman; East Lake, El Lago and Lake, Minneapolis, Lake Amusement Co.

New Jersey
Rivoli, Hammonton, Hammonton Theatre, Inc.; Blackwood, Blackwood, Blackwood Theatre Co.

Pennsylvania
Spruce, Philadelphia, Hirsh Amusement Co.; Pine Brook, Scranton, Fred Winters; Century, Philadelphia, Hirsh Amusement Co.; Mayfair, Philadelphia, Mayfair Theatre Corp.; Media, Media, Dembow Amusement Co.

Nebraska
Ritz, Plattsmouth, G. G. Griffin.

North Dakota
Princess, Fargo, Tweedon Bros.

Oregon
Union, Union, R. C. Begg.

Pennsylvania
Viola, Philadelphia, Viola Amusement Co.; Cedar, Philadelphia, Lessy Amusement Co.; Summitt, Clark Summitt, W. C. Close.

Virginia
Broadway, Richmond, Richmond Theatrical Operative Corp.

Wisconsin
Capitol, Racine, Robert Ungerfeld; Granada, Racine, S. & M. Amusement Co.; Rivoli, Two Rivers, Two Rivers Theatre Co.; Mermac, West Bend, A. C. Berkholtz; Tomah, H. S. Olson; Ideal, Bloomer, Mrs. George Gasson; Scott, Black River Falls, Falls Amusement Co.; Palace, Wisconsin Rapids, Henrietta Eckhardt; Rex, Berlin, Ed Starkey.

Alberta, Canada
Majestic, Lethbridge, Majestic Theatre, Ltd.

"BUY RIGHT—BUT BUY NOW"

Studios to Decide On Endorsements

(Continued from page 1)

players' interests," it is stated. The matter will be handled through the studios, not through agents.

Whether such endorsements are detrimental probably will be left to the judgment of the studio. Official statement on the subject may be made in a few days.

"BUY RIGHT—BUT BUY NOW"

Address System for Legit

Western Electric public address system is installed in the Earl Carroll Theatre, new 3,000-seat musical comedy house which opens in New York Thursday.

"BUY RIGHT—BUT BUY NOW"

K. C. Rift Seen

KANSAS CITY—Little hope is held of a satisfactory agreement between exhibitors and operators who are now conducting a series of conferences on reduction of scale and limitation of one man in a booth.

A Honey

Parsons, W. Va.—Bees have been using the Victoria Theatre here for a hive for some time, it was discovered by workmen. Old woodwork and scenery is being taken out of the theatre and when they removed the flooring of the balcony they found 350 pounds of honey attached to the under side of the boards. Some of the honey strips measured 6 feet long.

AMPA Prexy Has This Baby Slant

(Continued from page 1)

weeks old and doing quite well... darned nice of you to take such interest..."

"Now, Prexy, please keep your mind on your work, we mean the Wampas Baby Stars..."

"I have got my mind on my work," retorted Prexy, "but I thought you meant my home work," and the nabob of syllabic stratifications wiped his spectacles with a pen wiper.

Prexy went on: "You mentioned the Wampas...h'm...yes, I remember now, there is such an organization—on the West Coast I believe—a hungry little group of fraternal propensities which we took under our wing a few years ago. Oh, the pity of it all. By the way, did I tell you about my firstborn? Quite a lad now, and promises to stride in the polysyllabic footsteps of his sire. Yes, sir, getting to be quite a talker, although being so young he doesn't quite get the pronunciation of some words, as, for example, when he wants to say watermelon, he doesn't quite pronounce it that way, but approximates it and says: 'Pomegranate'!"

THE MOTION PICTURE DAILY reporter, shifting his feet uneasily, and wondering what other dialectic catharsis might be in the offing, swallowed an aspirin and essayed weakly:

"But Mr. Simmons, what do you intend to do about the Ampas-Wampas controversy?"

"Do something! Of course, I'll do something," exploded the philosophic anarch. "I am nothing if not a man of action and dangling participles. I intend to take immediate action. I'm going to call a meeting of the AMPA at once. At this meeting, incidentally, the newly elected officers of AMPA's forthcoming administration are scheduled to be installed. As soon as I have handed over the gavel to the new president, I shall congratulate him with genuine gusto, eclat, not to say elan. And having executed this ritual in a most thundering polemic, I shall add:

"Mr. President, I leave you as a heritage all that hasn't been stolen, borrowed or gypped from the treasury. I leave you all the good will, appurtenances, effects, appointments, chattels, title, stationery, laurels, crowns, badges of honor and glories that the departing administration boasts. But, Mr. President, nor is that all I leave you. I leave you, with the full charity of a benignant heart, the—*chef d'ouvre*—the privilege of settling once and for all the position of the AMPA in the famed Ampas-Wampas ruckus over embryonic film phrails. Having settled this, Mr. President, you will have written yourself forever into the scroll of motion picture history."

National Slant Is Given to Chi Operator Fight

(Continued from page 1)

have a great bearing upon the future of operator-exhibitor relations throughout the nation.

New Examiner Asserted In League with Union

CHICAGO—Charge that C. K. Creiger, acting chief electrical inspector, is allied with Tom Maloy and is a former member of the Chicago operator union, is made by Theodore Levin, attorney for independent exhibitors, as both sides in the controversy prepared for the hearing today before Judge Cavanaugh on the union's motion to dissolve the temporary injunction under which the theatres are operating.

The injunction restrains police from arresting imported operators who are not yet licensed by the city. Meanwhile, Aaron Saperstein, president of the Allied unit here, asserts that Creiger is attempting to block licensing of the new men by submitting 25 questions instead of ten to applicants, the questions said to be of such nature that a graduate electrical engineer would have difficulty passing the test.

Fifty-two applicants were examined on Tuesday but the results of the examination will not be known for several days. Further examinations have been held up until Friday.

Lockout of Janitors Is Denied by Saperstein

CHICAGO — Charge of Thomas Burke, business manager of the union, that 45 union janitors have been locked out is denied by Aaron Saperstein, who says that janitors are acting upon advice of Burke if they fail to report for duty.

"BUY RIGHT—BUT BUY NOW"

Nominating for Awards

HOLLYWOOD — Blanks for nominations for Merit Awards for the year ending July, 1931 have been sent out by Academy of Motion Picture Arts and Sciences. All pictures but previews are to be voted on. Results will be announced at the Awards Banquet November 4 at the Ambassador Hotel here. Nominations close September 15.

"BUY RIGHT—BUT BUY NOW"

English Editor Here

Study of conditions in New York and Hollywood as well as a survey of new season's product is planned by Miss Lillian H. Clark, editor of *"Today's Cinema,"* London daily trade paper, who is in New York. Miss Clark came to New York via Banff, Canada, where she spent her vacation.

"BUY RIGHT—BUT BUY NOW"

Talkers on Trains

WASHINGTON—Following a demonstration talking pictures on trains have been declared successful in England, George R. Canty writes to the Department of Commerce.

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 76 NEW YORK, FRIDAY, AUGUST 28, 1931 TEN CENTS

Subsequents Seek U.S. Relief on Price Barrier

Barbara Gets Dope on What Contracts Are

Publix and RKO Cancel Appearance Dates

Columbia executives are determined that Barbara Stanwyck shall fulfill her contract with the company, or otherwise it will be just too bad for her, so far as working for other companies is concerned, it is indicated in the latest putouts scored in the battle.

That is the reported closing of the door of Publix and RKO bookings for Barbara and her husband, Frank Fay. The couple were to have ap-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Now Indies Want to Make 'Queer People'

HOLLYWOOD — Two independent producers have made a joint offer to Howard Hughes for rights to "Queer People." If he accepts, they will start shooting in three weeks with a road-show tour in mind. Several agencies guarantee to cast the picture competently. Hughes is said to have sunk

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Union Officials Hold Secret Meet in N. Y.

Secret meetings are being held in New York between officials of the I. A. T. S. E. and Chicago Operators' Union. Tom Maloy, accompanied by Ralph O'Hara, Tom Reynolds and Emmett Quinn of the Chicago local, are reported in sessions with William Canavan, president of the Interna-

(*Continued on page 8*)

Ufa Crashes Canada

Toronto — Excellent Film Exchange has signed several Ufa film productions for distribution in Canada, it is announced. This is the first definite booking of German films entered into directly by a Canadian exchange since the war, although several German productions have entered the Dominion via the Paramount route. Excellent Film Exchange has offices in Toronto, Montreal and St. John.

Grosses $30,000,000 Weekly

Chicago—Weekly attendance at picture houses of the nation approximates 115,000,000 at an average outlay of 26 cents per capita, paying a total of around $30,000,000 weekly for admissions, according to a survey by International News Service.

There are 17,000 picture houses, of which 13,500 have been wired for sound, the survey claims. This represents an equipment investment of $200,000,000, it is asserted.

Producers in Scramble for Name Players

HOLLYWOOD—Hey-day for name players is getting under way with boulevard agents saying that more help has been signed up recently than in the previous 10 months. No-name players are available at present with some of them tied up in advance for two or three pictures.

Studios suddenly are realizing they must have players for pictures starting soon. Warners are facing the possibility of a shortage or bidding high for talent when the studio resumes operations next month. Paramount is casting for its November pictures and Radio for October films.

"BUY RIGHT—BUT BUY NOW"

Holman Shifted to Story Department

Russell Holman, advertising manager for Paramount, has been transferred to the story department of the company and has been succeeded by Cliff Lewis.

Lewis, who has been Holman's assistant for four years, came to the Paramount home office from the Mark Strand Theatre in Syracuse in 1925. After serving in the company's exploitation department and in the Publix theatre publicity and advertising department Lewis was transferred to

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Distribution Only of Kinograms Ad Reel

Educational's deal for the handling of the Kinograms Allied sponsored newsreel is for physical handling only, the company having no connection with sales, publicity or collections. The first issue now is set for release.

Twinkle, Baby Star; You Have Gone too Far

HOLLYWOOD—It's all off in the matter of the Wampas baby stars of the future. None of the producers want to be in the spot in which Fox found itself the other day when the firm was left high and dry in the matter of candidates for the baby star constellation. Accordingly, they've decided to give the high and wide to future Wampas selections and each studio will name its own star candidates.

There is little likelihood that the Wampas will take any counter steps as the word will be passed to the publicity men from their bosses, which will write finis to the baby star selections and their controversial angles.

"BUY RIGHT—BUT BUY NOW"

Warners Take Over Studio in England

LONDON—Acquisition of the Teddington Studios, near London, for a two year period has been completed by Warners, states Jack Warner. He plans to start British production in September with "Murder on the Second Floor." Fifteen other subjects

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Dove of Peace Is Busy at Warners

HOLLYWOOD—Warners' argument with Hobart Henley over salary the director claimed due him has been settled with the company paying the director approximately $60,000 of his $87,000 claim on his 40-week contract.

Those pet phrases concerning Hen-

(*Continued on page 8*)

Say Affiliated Houses Get Product First at Lower Admissions

Smouldering sentiment against the ability of affiliated theatres to undercharge subsequent run houses, which must wait from 30 to 60 days to play product at higher prices threatens to burst into flame at an early date in Cleveland.

The immediate cause of the proposed action, which is promised in the form of a Federal trust law action, is the reduction of prices there by Loew's and Warners. Loew's cut its prices from 16 to 40 per cent with both its downtown and suburban houses affected.

Cleveland independents plan to bring action against Loew's on the ground that the company's suburban houses can get pictures ahead of independent suburbans even though the independents charge as much and more admission.

The low-price matinee policy in

(*Continued on page 8*)

"BUY RIGHT—BUT BUY NOW"

Canadian Provinces To Act on 'Combine'

TORONTO—Ontario is moving ahead on its plan to take action on the "combine report" and this action will serve as a guide to British Columbia, Alberta and Saskatchewan, all of which are eager to make a move but are awaiting Ontario's lead. As usual, the Province of Quebec will ignore Ontario's action, it is indicated. A report on the alleged combine is being prepared for Ontario's attorney general.

50-50 Split

A big shot known as tough to work for was desirous of getting a well known advertising and publicity man and approached him on the subject.

"I'll take the job on one condition," declared the advertising man.

"What's that?" wanted to know the hardboiled boss.

"You write the ads and let me do the criticizing," came the quick rejoinder.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 28, 1931 No. 76

MARTIN QUIGLEY
Editor-in-Chief and Publisher
MAURICE KANN
Editor
JAMES A. CRON
Advertising Manager

PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.
Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *Leo Meehan*, Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford*, Manager.
London correspondent: *W. H. Mooring*, The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner*, "The Film Kurrier," Berlin, W. 9.
Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.
Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Barbara Gets Dope on What Contracts Are

(*Continued from page* 1)

peared for a week at the Paramount, New York, starting September 4, but after their acceptance, the booking was cancelled without explanation.

HOLLYWOOD—Barbara Stanwyck and Frank Fay were to have appeared at the Paramount September 4 in a special stage production built around them in connection with Paramount's twentieth birthday jubilee celebration. They were to have left Hollywood Wednesday for New York to start rehearsals, but late Wednesday a wire was received stating the appearance was cancelled "because of screen contractual difficulties."

Fay says the offer came through the Morris agency here and was accepted after a discussion of terms. Tuesday, he said the agency told him to do nothing about the matter until the following night. A cancellation came through meanwhile, and it is stated no explanation was offered.

"BUY RIGHT—BUT BUY NOW"

Tobis Gets N. Y. House

Tobis has taken over the Vanderbilt Theatre, West 48th street, New York, and will reopen the house September 18 as the Tobis-Vanderbilt, presenting German, French and Italian film importations. Charles G. Strakosch, formerly of the Stanley company and now head of Tobis theatre operations, will have personal charge of the house.

"BUY RIGHT—BUT BUY NOW"

Kirkpatrick on Job

A. S. Kirkpatrick, vice president of Educational, is receiving felicitations on his recovery from illness which has confined him to his home for the last month.

"BUY RIGHT—BUT BUY NOW"

May Build Hospital

HOLLYWOOD—The Motion Picture Relief Fund is considering erection of a hospital and home for decrepit performers.

Off the Record

INDICATIONS are that the present system employed by the Ohio censor board will not prove so hot, and deletions of action or dialogue ordered by the film judges may find their way to Ohio screens regardless.

The three traveling inspectors who have been an integral part of censorship operation for many years, and whose duty it was to check films in houses throughout the state to see that mandates of the board had been carried out, have been dispensed with, at an annual savings of around $10,000.

●

Dr. Beverly O. Skinner, recently appointed censor chief, or his two women assistants may jointly or individually order certain deletions, but have no assurance whatever that they will actually be made.

Skinner expects to inaugurate publication of a weekly bulletin in which all deletions will be listed, and he also will depend on those in sympathy with censorship to voluntarily report any violations of his orders.

At best, however, the system is considered full of loopholes, and is regarded by many exhibitors as the beginning of the end of censorship in that state.

●

As mystifying as any of Hollywood's mysteries, the story of Carman Barnes. Picked and touted by Jesse Lasky as a find, Miss Barnes was subjected to a nation-wide publicity campaign a la Paramount's best. The excitement even extended into trade paper advertising.

Then the Hollywood understroke came into play. Miss Barnes cooled her heels on the Marathon Avenue lot for months until the other day she walked off the lot, through with Paramount and nary a picture to her credit.

●

Two big executives, pivotal cogs in an imposing and influential organization, are smiling to each other's faces and looking daggers at each other's backs.

●

By the way, is Charlie Chaplin ever returning from the south of France?

●

Now that Frank Borzage has re-signed with Fox for three more pictures, a potential candidate for the phantom Directors' Guild is removed from the lists.

●

And if Dave Selznick does put Clara Bow to work, it will have to be after she makes that picture for Universal.

Incidentally, there's a marquee smash for you: "Clara Bow in 'The Impatient Virgin'."

Stocks Irregular in Dull Market

	High	Low	Close	Net Change	Sales
Eastman Kodak	142½	139	139⅜	—2⅝	1,600
Eastman Kodak pfd	133	133	133	+ ¾	100
Fox Film "A"	14¼	13¼	14	+ ¾	8,500
General Theatre Equipment new	2⅜	2⅛	2⅜	+ ⅛	9,700
Loew's, Inc.	49½	48⅛	49	+ ⅝	9,000
Paramount Publix	24⅜	23¾	24	.....	3,900
Pathe Exchange	1⅜	1¼	1¼	.....	700
Pathe Exchange "A"	5⅝	5½	5⅝	+ ⅛	300
RKO	15⅛	14⅝	14⅝	— ⅛	5,400
Warner Bros.	8⅝	8¼	8⅝	+ ⅜	16,200

Curb Market Sluggish

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	10½	9	9¾	+ ⅛	2,500
Fox Theatres "A"	2⅜	2⅜	2⅜	.....	100
General Theatre Equipment pfd	4¼	3⅞	4	.....	700
Technicolor	6⅜	6⅜	6⅜	— ⅛	100
Trans Lux	5	5	5	.....	300

Bonds Gain; G. T. Up 1⅝ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	23½	21⅛	22¾	+1⅝	40
Loew's 6s '41 ex war	98⅜	98⅜	98⅜	+ ⅛	1
Paramount Broadway 5½s '51	102¾	102¾	102¾	.....	1
Paramount F. L. 6s '47	86½	86	86½	+ ½	6
Paramount Publix 5½s, '50	78½	78	78	.....	15
Pathe 7s '37 ww	94	94	94	— ¾	6
Warner Bros. 6s '39 wd	54¼	54	54	.....	4

Purely Personal

SAM RINZLER is making the rounds of the film exchanges again, the first time since he sold his theatres to Fox. His partner, Louis Frisch, accompanies him. And, by the way, the Brooklyn circuit will open a New York office for booking purposes.

B. F. LYON, Canadian general manager for Warners, has returned to New York after closing a number of Canadian circuit deals including the United circuit in Montreal and the Dewee West Coast circuit in British Columbia.

HARRY RATHNER, general manager of the Universal circuit, has returned from Winnipeg, where Charles Perry was installed as general manager of the firm's theatres in the Canadian city.

SANFORD RATLIFE, booker at Universal's San Francisco exchange, grabbed off 43 bona fide and confirmed starting dates on the serial, "Danger Island," in a single day.

HECTOR TURNBULL and Jimmy Cowan dropped the cares of production as it's handled on Long Island long enough yesterday to repair to the Plaza grill for their lunch.

JOE VERGESSLICH, W. B.-F. N. Chicago branch manager, returns to the Windy City at the end of the week. Joe's in town finishing up details on a booking deal.

CONSTANCE BENNETT arrives in New York Monday from Paris. Her next picture will be "Lady with a Past," which Edward Griffith will direct.

HUBERT VOIGHT is longing for the good old California heat instead of New York's humidity. And he'll be back there September 15.

SOL KRAVITZ, booker for the Lee Ochs circuit, has resigned effective Saturday. Future plans are not yet set.

DICK PEARL, sales manager for Al Mannon, is anxious to get back to the Coast. It may be any day now.

A. W. SMITH, Jr., eastern sales manager for Warners, has returned from a trip in upstate New York.

TONY RICCI, formerly with Fox, has joined the New Jersey Warner-First National sales force.

HAROLD B. FRANKLIN is off to Buffalo today, via auto. Then to Chicago and Hollywood.

HAL ROACH is expected in town today from Hollywood.

"BUY RIGHT—BUT BUY NOW"

Schenck Leaving

His European trip off for the time being, Joseph M. Schenck leaves for the Coast the end of the week. Harold B. Franklin will meet him in Chicago Tuesday and together they will travel West.

NEW YORK WENT WILD OVER THE OPENING AT THE RIVOLI! NOW WATCH RECORDS GO ZOOMING TO NEW HIGHS ALL OVER THE COUNTRY!

. . . . Breath-takingly magnificent! Hasn't been equalled in 1931! King Vidor's cast is perfection! . . . . You'll love "Street Scene!" May it linger at the Rivoli until everyone of you has had an opportunity to see this four-star production." . . . . . Irene Thirer, Daily News

SAMUEL GOLDWYN
PRESENTS

STREET SCENE

KING VIDOR'S

Production of ELMER RICE'S PULITZER PRIZE DRAMA

with SYLVIA SIDNEY
WILLIAM COLLIER, Jr., ESTELLE TAYLOR

"A stabbing, pulsing drama . . . picture tops the play in every stanza. . . . King Vidor outdoes himself in packing reels with action and drama, fast and hot as the passion of the stagehand's wife for her milk-man lover . . . as the bullets which sear a path to their burning hearts. . . ."
—Regina Carewe, American

"A brilliant motion picture . . . irresistibly effective . . . faithfully adapted, admirably directed, brilliantly acted. . . ."
—Richard Watts, Herald Tribune

"King Vidor has turned out one of the most successful assignments of his career."
—Julia Shawell, Graphic



Hail!* UNITED ARTISTS! *The Leader!

"KEPT THE AUDIENCE



WOMEN GO ON

Produced by
SAMUEL ZIERLER
from the Stage Success
by
DANIEL N. RUBIN

A JAMES CRUZE PRODUCTION

with

CLARA KIMBALL YOUNG

MARION NIXON—Paul Page and Yola D'Avril

THE WOMEN — THE MEN — WILL ALL PAY AND PAY TO

GASPING for BREATH" —L.A. Examiner

BUT READ THE REST OF THE NEWSPAPER CRITICS

"This film should be a great box-office attraction", said The Evening Herald, at the Los Angeles premiere

"Clara's acting is superb . . . the picture provides good entertainment", said The Evening Express.

"Audience ate up 'Women Go On Forever' with a hearty gusto"— Hollywood Reporter.

FOREVER



Directed by
WALTER LANG

TIFFANY PRODUCTIONS, INC.

Distributed by SONO ART-WORLD WIDE

N.Y. Critics Overboard on 'Street Scene'

A strong array of superlatives is brought into play by New York critics in their analyses of "Street Scene," which opened at the Rivoli Wednesday night.

Excerpts of their opinions follow:

"Street Scene"
United Artists

AMERICAN—****A stabbing, pulsing drama of Gotham's tawdry by-ways stretched its strength from the Rivoli screen***The picture tops the play in every stanza because cameras have wings and refuse to be earth-bound***And because the first of the play's three acts is heavy-laden with dialogue and light in action the vehicle, in film form, is slow in getting started. In the second act ***the throbbing engines of the story attain a shrieking, dynamic crescendo.***The picture abounds with superb characterizations and while Sylvia Sidney's crown of stardom rests securely upon her talented brow, she will not begrudge prior mention to Beulah Bondi and David Landau for mighty artistry.*

DAILY NEWS—****a breath-takingly magnificent yet wondrously simple production; an achievement which, in its sheer naturalness, hasn't been equaled in 1931.*** Vidor's cast is perfection. We think you'll love "Street Scene." May it linger at the Rivoli until every one of you has had opportunity to see this four start production.*

EVENING JOURNAL—****a notable achievement. Mr. Vidor takes full advantage of Mr. Rice's pungent material. Each character is graphically defined and the atmosphere is well established and sustained. ***You'll find "Street Scene" intelligent and compelling screen entertainment.*

GRAPHIC—****One of the fine pictures of the year.***King Vidor***has turned out one of the most successful assignments of his career.***Miss Sidney and Miss Taylor are the outstanding members of a fine cast.*

HERALD-TRIBUNE—****irresistibly effective.***faithfully adapted, admirably directed and quite brilliantly acted, this photoplay emerged from its handicaps as the fine, honest and genuinely stirring drama which it seemed on the stage. Miss Sylvia Sidney, who grows more expert in the ways of the cinema with each production is honestly moving and entirely simple and credible as the girl of the story, providing one of the most satisfying characterizations of the year. Miss Estelle Taylor is not far from perfect**and David Landau, as the vengeful husband, is considerably more effective than was Robert Kelly, who created the part upon the stage.*

POST—****will be remembered for its few moments of galvanic excitement long after the preliminary episodes, leading up to the murder of Mrs. Maurrant and her lover, are forgotten.*** What the picture gives us is a mordantly realistic scene of a crowded, struggling, ruffled section of humanity on one of New York typical West Side streets. ***There is thus no gainsaying the fact that "Street Scene" is authentic and complete in its portrayal of given types. But its very completeness at times tends to lessen its effectiveness as drama***Miss Sidney***giving an unforgettable sensitive portrayal of a tragedy-ridden heroine.***others of the cast are excellently true in their characterizations.*

SUN—****has lost none of its dramatic power in transcription to the screen.***A great deal of credit***for the general excellence of the production should go to Mr. Vidor***It might easily have been such a slavish adherence to the letter of the script as to become monotonous, however sincere. ***The entire cast is excellent. Sylvia Sidney adds another good performance to her growing list***Thus a good play, is made into an equally good movie, one well worth your attention.*

TIMES—*It is a swiftly moving production***but one that in comparison with the play always seems to be more than slightly exaggerated. It is a good picture, but the acting lacks the naturalness of the original work and the lines are invariably over-stressed.***Those who have not seen the play undoubtedly will be satisfied***Sylvia Sidney does able work****

WORLD-TELEGRAM—*A dignified, earnest, courageous and highly sensitive screen treatment***and as a result it turns out to be a genuinely distinguished photoplay*** It has been knowingly and delicately transferred to the screen by King Vidor, the director who has caught all the finer shadings of the narrative's overtones with rare feeling, and the entire company gives a fine performance throughout. In particular, the playing of Sylvia Sidney as Rose Maurrant and Estelle Taylor as Mrs. Maurrant is a notable achievement in screen acting.*

"Street Scene"

MATHEMATICAL calculations at Publix went skiddy Wednesday night. As a result, our efforts to deposit a slightly weary carcass in a seat at the Rivoli for the opening of "Street Scene" came a cropper. Patiently we sought other pastures until the quarter after eleven mark and returned to the theatre to see what Sam Goldwyn and King Vidor had done with Elmer Rice's Pulitzer prize-winning play, later to emerge after the hour for respectful deadlines had come and gone. Therefore, yesterday's story becomes today's reportorial instincts revolting at the idea though they may.

"STREET SCENE," bitter and biting, pungent and true cross-section of life in the New York maelstrom, comes through its stage-to-film translation as one of the dramatic crescendoes of the year.

Elmer Rice's play, it might be said, was too smashing a thunderbolt to be muffed in pictures. True enough, yet King Vidor deserves unstinted praise for maintaining the pace of the play and for keeping out of his direction those extraneous embellishments which Hollywood so often goes in for in converting stories and plays into film form.

HERE is an episodic story of a group of totally unimportant people living out a sordid existence in an atmosphere of squalor and ignorance, but the narrative substance is, after all, incidental to character delineation.

The dominant story motivation is the illicit love affair between Mrs. D. Maurrant and a milk bill collector and the rising gossip of the neighbors which precipitates Maurrant into a frenzied drunkenness that culminates in his murder of wife and lover.

It is, however, the terrific impact these developments leave on the life of Rose Maurrant, the daughter, and the effect of the tragedy on the love of the sensitive Jewish boy for the girl that are far more telling.

"STREET SCENE," is an authentic, compelling study in human psychology, yet it is well-grounded in the entertainment elements that make for a mass appeal attraction. It has its laughs for those who laugh easily, but all through it stalks an undercurrent of tragedy and hope lost that cannot fail to stir the emotions of those who see it.

Beulah Bondi, the garrulous, scandal-monging Mrs. Jones, probably leads the cast in point of histronics. We were particularly impressed, too, with the delicate interpretation of Rose Maurrant as played by Sylvia Sidney. This young actress gives to the role of the harrassed, tragedy-ridden girl an understanding of the character that again evidences her pronounced competence as a dramatic actress of real force.

As a matter of fact, the cast, from end to end, is superlative and to draw lines of demarcation between individual performances is perhaps attempting to carry the shadings of criticism a bit too far.

KANN.

"Silence"
Paramount

AMERICAN—****a gripping melodrama, superbly played. Perhaps the story is a wee bit old-fashioned***but it is told so thrillingly and is peopled with such real, vibrant characters, that it is strong with life. Excellent entertainment through and through.*

DAILY MIRROR—*The story is highly involved, but is fairly interesting.*

DAILY NEWS—****makes fair entertainment***I think the trouble with it is that it is old stuff.*

EVENING JOURNAL—****developed with a certain amount of suspense due to its mechanically workmanlike construction, but is only fairly interesting.*

GRAPHIC—*Clive Brook does his best work in five years***This picture is an example of just what a good cast, ably directed can do with an old piece.*

HERALD-TRIBUNE—****emerges as an outmoded and unconvincing melodrama with a few good scenes.*

POST—****has its moments of drama and bafflement, but the story is frequently complicated by a shuttling back and forth of the continuity.*

SUN—****technically competent but undistinguished melodrama***moderately effective program entertainment and nothing more.*

TIMES—****the plot***always has a metallic ring****

WORLD-TELEGRAM—*A compactly written, expertly photographed and workmanlike talking arrangement of that old stage and silent screen melodrama***I am certain you will find a great deal of entainment in it.*

"Sporting Blood"
M-G-M

AMERICAN—****a splendid thriller of thundering hoofs.***Skilfully conceived, ingeniously woven****

DAILY MIRROR—****a racing picture which is different***It makes an entertaining picture****

DAILY NEWS—*This one's a thriller and a spiller for sure***sets your blood a-tingling because you get to love its characters.*

EVENING JOURNAL—****you'll find the film an exciting spectacle.*

GRAPHIC—*Gorgeous atmospheric shots of the horse-raising courtesy in Kentucky, fast-moving action on the various race-tracks with all the attending colorful backgrounds, a nice little romance****

HERALD-TRIBUNE—*The depth of the film's emotional text was demonstrated yesterday by the Capitol's audience in the absorbed attention and the generous applause at the finish of the piece.*

POST—****a conventional plot built around interesting scenes of horse breeding****

SUN—****disjointed, loosely thrown together and wanders hither and yon before finally winding up at the Kentucky Derby. ***It is rather entertaining, but not quite enough.*

TIMES—****well above the average in most of its varied departments.*

WORLD-TELEGRAM—****extremely entertaining***because it tells its story with disarming simplicity and much sincerity and some traces of good old-fashioned melodrama.*

"Too Many Cooks"
RKO

AMERICAN—****audiences at the Hippodrome seem to find it an occasion for chuckling.*

DAILY NEWS—*There is nothing exciting or very original about the plot, but it has the virtue of seeming real and has a nice, quiet humor running through it. It is well acted****

EVENING JOURNAL—****the principal and supporting cast do nicely with the familiar material.*

GRAPHIC—****we'd call it a mildly amusing farce, a white lily among farces, and worth the price of admission on a summer afternoon.*

HERALD-TRIBUNE—****militartly unexciting but entirely inoffensive.*

SUN—****there were those in the audience who laughed now and again. Never uproariously, perhaps, but they were laughs. You could count 'em.*

TIMES—****the chief fault of the film seems to be that too much separates the end from the beginning.*

Now Indies Want to Make "Queer People"

(*Continued from page* 1)

$100,000 on the rights, adaptation and Leo McCarey's contract to direct.

Stage Players for "Once in Lifetime"

UNIVERSAL CITY—Carl Laemmle, Jr., is "surely" going ahead with plans to film "Once in a Lifetime," but no adaptor, director or players have been chosen. He plans to use stage actors, believing they will do the film better than screen people.

"BUY RIGHT—BUT BUY NOW"

Holman Shifted to Story Department

(*Continued from page* 1)

the Paramount advertising department as Holman's assistant.

Alvin Adams of the press book department has been moved up to Lewis' former post of assistant advertising manager.

In joining the company's production department Holman ends a period of twelve years service in publicity and advertising.

Comerford to Get Fox Houses on August 30

M. E. Comerford August 30 will take over operation 38 upstate New York theatres from Fox Theatres. This makes him operator of one of the nation's largest independent circuits.

"BUY RIGHT—BUT BUY NOW"

Warners Sign Perelman

S. J. Perelman, formerly editor of Judge, has been signed by Warner Bros. and First National to a contract under which he will write comedy material for production on the screen. It is understood that he will specialize on vehicles for Winnie Lightner, Joe E. Brown and Charles Butterworth. Perelman is now in England but will leave shortly for Hollywood.

"BUY RIGHT—BUT BUY NOW"

Organ Merger

HOLLYWOOD — *The Dynamo,* house organ of the Fox distribution department edited by Roger Ferri, and *The Last Word,* house organ of the Fox Theatre, are expected to merge with the Coast edition of the latter publication suspending in favor of blanket coverage by the Eastern edition.

"BUY RIGHT—BUT BUY NOW"

Clara Bow Conferring

HOLLYWOOD—Clara Bow is here for a few days for conferences on "The Impatient Virgin," in which she plans to star for Universal providing the script meets with her approval.

Looking 'Em Over

"Secrets of a Secretary"

(*Paramount*)

HOLLYWOOD—Claudette Colbert gives another of her thoroughly satisfying performances in this story of gigolos and blackmailers in high life. She is cast as the social secretary to a society matron with ambitions and a daughter for whom she is seeking a title. After a slow start the story gathers speed with Claudette allowing herself to become involved in a compromising situation to save the daughter's reputation. The matron's gigolo friend and his blackmailing allies get their just desserts and the story ends happily.

Herbert Marshall as the titled Englishman and Georges Metaxa as the gigolo are extremely effective. Betty Lawford as the daughter and Mary Boland as the mother are well cast. Others in the cast are Burton Churchill, Averell Harris and Hugh O'Connell. George Abbott adapted and directed the story.

The picture opens today at the New York and Brooklyn Paramount theatres.

"The Road to Reno"

(*Paramount*)

HOLLYWOOD — One of the punch scenes in this picture is the murder of a would-be bridegroom in front of the wedding altar and the immediate suicide of his slayer. However, the production seemed to please a preview audience here. The ending was Pollyanna.

The story centers about a woman (Lilyan Tashman) who has a divorce complex and likes excursions to Reno. Her daughter (Peggy Shannon) tries to stop the third trip to the divorce city, where Miss Tashman gets rid of Irving Pichel. Then William Boyd courts and wins her, but the murder of the bridegroom sends the silly mother back to her husband, and brings about a romance between Miss Shannon and Charles ("Buddy") Rogers.

It is sophisticated fare and much credit is due to Director Richard Wallace for his handling of the story.

'Partners of the Trail'

(*Monogram*)

Tom Tyler turns bad man in his latest, "Partners of the Trail." He is seen as the murderer of another man's wife in Boston and then goes West to rob whatever he can lay hands on. Durant, who has been accused of his wife's death, escapes from a Boston jail to get the real killer. Both meet, unknown to each other, fall in love with the same girl, a burlesque dancer acting as a waitress to get money enough to return home, until Tyler reveals his identity. Instead of killing him, Durant lets him off after Tyler has confessed to the sheriff. Durant is absolved of the crime and gets the girl. Betty Mack plays the heroine. Audience reaction at Loew's New York was lukewarm.

Shorts

"Old Songs for New"

(*Welshay*)

HOLLYWOOD—Here is a new and wholly entertaining slant on the musical picture situation. Handsomely mounted and beautifully photographed in Technicolor, it is one reel of fast comedy, reminiscent of the "gay nineties" and old favorite tunes that thrilled our grandmothers, our mothers and—in some cases—us.

Bob Welsh and Frank Shea engaged Georgie Stoll's band, which is a pip, and built around it a clever little story of the Sousa march days, the Anna Held days, the Barber Shop Quartet days. It is a swell little revue, all packed into nine minutes. Full of laughs, tuneful numbers and excellent color added, it seems like the perfect recipe for a novelty single reeler.

LEO MEEHAN

"The Naggers' Housewarming"

(*Vitaphone*)

Voted by the Strand audience a funny short. The Jack Norworths, or The Naggers if you like, inherit a country house from an uncle and proceed to prepare it in short order for a housewarming. The results turn disastrous eventually, but in so doing provide a few minutes of diverting foolery. Running time, 8 minutes.

"Forehand, Backhand, Service"

(*M-G-M*)

This first subject of the William Tilden series is a well done and highly diverting study of tennis strokes. Tilden demonstrates some of the masterful strokes which made him an unique figure in tennis. The series should be popular. Running time, 9 minutes.

'Rockne Football Series'

(*Universal*)

"Notre Dame Offensive System," "Famous Plays of 1930" and "Backfield Play," Nos. 2, 3 and 4 of this series, pack a lot of interest and are ideal for any program at this time of the year. The mysteries and intricacies of the great American game are explained by "Hunk" Anderson, Rockne's successor at Notre Dame, and the use of slow motion aids materially in getting the idea across to non-fans. Running time, 10 minutes each.

"The Navajo Witch"

(*Talking Picture Epics*)

A silent short with a running fire of dialogue. This shows the customs of the Navajo tribe and contains interesting shots of an Indian boy nabbing an owl as a playmate. The effort, however, to build a story into what are obviously straight sequences of the tribal life isn't always too successful. In other words, it's a case of building up story where there doesn't appear to be any to build. Running time, 14 minutes.

"Good Mourning"

(*Vitaphone* 1206)

Eddie Foy, Jr., is billed as star, but doesn't rate it by the performance given in this short. He and a friend invent an alibi as attending the funeral of a friend in order to get around their wives when they go out for a good time. The dead friend calls up in their absence and when the boys return home they tell the wives they attended a show. That falls flat when one of the women reads that the house burned down previously. Running time, 10 minutes.

"Spring Training"

(*Educational*)

The first of the Football for the Fan series is a dandy. Howard H. Jones, coach of the University of Southern California, is featured and in this has the assistance of several other noted coaches. Various steps in the spring training of players are shown. This is great stuff for football fans. Running time, 9 minutes.

"Strange as It Seems"

(*Universal*)

They'll enjoy this collection of oddities of life, especially because of the natural colors. It is No. 12 of the John Hix series and included in the subjects are a penguin whose mourning for a dead mate is cured by its own reflection in a mirror; a New York bootblack who always wears a top hat and morning clothes while at work and a 5-year-old baby of unusual strength and a chest expansion of six inches. Running time, 9 minutes.

"Roaming in Gloaming"

(*M-G-M*)

Harry Lauder in a stage presentation of the song he made famous. An English-made subject with Lauder doing his stuff on a stage, to the howls and applause of the audience. This latter slant is unusual but in this case it appears overdone. Words of the song are flashed on the screen for the audience to join in on the chorus. Running time, 10 minutes.

"One Hundred Dollars"

(*Universal*)

A weak story detracts from the value of this short which features Charles Lawrence. He's got to earn $100 a week to win a girl, and he tries to sell her father insurance during a golf tournament. The few laughs come when both rush into the women's locker room. Running time, 20 minutes.

"Success"

(*Vitaphone* 1257-8)

Jack Haley as the near-sighted swain seeking the hand of the girl whose father is an avid baseball fan and insists that his future son-in-law be a player on the diamond got quite a number of laughs. Haley has a natural way of putting over his comedy and it clicked with a Broadway audience. Running time, 17 minutes.

"Volley and Smash"

(*Sport Champions—M-G-M*)

This is the third in the Tilden tennis series. The champion here continues his course of instruction, but the process is coated so well with straight entertainment value that the knowledge is easy to absorb. Expertly photographed and edited. Running time, 8 minutes.

"Calling on Cairo"

(*Central Film*)

Interesting and diverting is this short showing the various temples, minarets and the ageless pyramids of Cairo. The sphinx is pictured from several angles, all beautiful. A voice describes the trip through the Egyptian city very effectively. Running time, 10 minutes.

"Big Game"

(*RKO Pathe*)

This Van Beuren-Aesop Fable hasn't much to boast of in the way of new ideas. Same old stuff saved by swell synchronization. Concerns Baby Monk and dog going hunting for big game, but getting very little. Running time, 9 minutes.

"Elmer Takes the Air"

(*Paramount*)

An audience at the New York Paramount got a few laughs out of this subject which has Stubby Krueger, the aquatic personage, doing a hick turn. The rube, reading of Lindy's record-breaking solo flight across the Atlantic, sets out to conquer air records. His way of handling the role gets over great. Running time, 17 minutes.

'Beneath Southern Skies'

(*RKO Pathe*)

Into the harbor of Pago Pago goes Van Beuren's Vagabond Adventurer for an intimate glimpse of Samoan life, is surroundings and native activities. Accompanying music and monolgue are intriguing. Running time, 11 minutes.

"Fur Fur Away"

(*Paramount*)

Smith and Dale have a number of shorts to their credit that are good, but this one is the best yet. The two Yiddish comedians trekking to Alaska for furs to bring back home is the general theme, but the wise cracks surrounding the action got over with a bang yesterday with an audience at the Broadway Paramount. Running time, 18 minutes.

"Julius Sizzer"

(*RKO Pathe*)

Benny Rubin takes off a dual role as "Little Sizzer" and his brother from Russia. The idea of the scissors in lieu of guns in gangster warfare is novel and Benny helps to put it over for all he is worth. Gwen Lee is Cleo. It should get the laughs. Running time, 20 minutes.

Subsequents to Seek Relief on Price Barrier

(Continued from page 1)

vogue in a number of key cities has been a source of worry for independents for some time. With downtown circuit houses charging 10, 15 and 25 cents bargain prices during the day, the suburbans, who play the same product from one to two months later at prices ranging from 25 to 35 cents, declare they cannot meet this competition.

A situation pointed to is Indianapolis where Warner and Paramount second runs are played at morning prices of 15 cents, following one week after first runs. The subsequents get these pictures after the protection period, for showing at prices of 25 and 35 cents.

Warners Cut Prices At Cleveland Houses

CLEVELAND—Warners have cut admissions at the Lake to 30 cents matinee and 50 cents evenings, a cut of ten cents in each instance. Prices at the Uptown and Variety have been cut to 30 cents from 40 cents.

Agents Absolved in Cagney-Warner Jam

HOLLYWOOD — George Scott and Frank Dunlap have been given a clean bill of health by the Artists' Managers' Association following investigation of the James Cagney controversy. A unanimous vote by the board of governors absolves them of any unethical actions.

Dove of Peace Is Busy at Warners

(Continued from page 1)

ley's ability (or lack of it) have been retracted by Darryl Zanuck for Warners, who says:

"We wish to withdraw and retract any and all statements made by us in the heat of the recent controversy between us regarding your qualifications, standing and abilities as a director. We wish to assure you we consider you an extremely capable, conscientious and able director and assure you further that the services you have rendered us in the past have been entirely satisfactory."

Warners Take Over Studio in England

(Continued from page 1)

have been chosen, including a George Arliss vehicle. All of them are to be shown over the company's American circuit. Some French dialogue versions will be made.

The new British policy may reduce the American Warner output. The new company here is known as Warner Brothers First National Productions, Ltd.

"BUY RIGHT—BUT BUY NOW"

Walker Buys Story

Johnny Walker has acquired "Gunga Din," an original story by Alf Goulding, which he will produce and star in.

Hats Off!

SAN FRANCISCO—American-made talking pictures have yet to appear in Korea, according to Dr. A. Garfield Anderson, medical adviser for the Presbyterian-Methodist Hospital at Pyengyang, Korea. But while talking pictures are unknown in this Asiatic country, movies in silent form are making a tremendous impression, stated Anderson.

Thousands attend the movies, and the titles are read to them by an interpreter. The theatres are also helping to break down an old Korean custom of keeping the hats on indoors. Those attending the movies are compelled to take off their hats.

Dollinger Has More Trouble in Linden

LINDEN, N. J.—"Pop" Dollinger, owner of the Linden, yesterday experienced more trouble alleged to be backed by the Elizabeth operators' local. Early yesterday morning two men entered his theatre and damaged the two projectors and screen. Dollinger was not able to put on a matinee show as a result.

Dollinger is said to have asked the Newark branch of Western Electric to replace the damaged parts, but W. E. is said to have refused. This was the cause of his not being able to put on a regular matinee show and until late last night no new machinery replaced the damaged parts.

This is the second outrage caused the exhibitor since he replaced union labor. Some time ago vandals entered the house and ruined his machinery and Dollinger got out an injunction, the judge stating at the time that if there were any trouble at the theatre he would hold the union responsible for all damages.

"BUY RIGHT—BUT BUY NOW"

Union Officials Hold Secret Meet in N. Y.

(Continued from page 1)

tional, in an attempt to settle the Windy City situation. It is believed that Maloy is willing to turn over command of the Chicago affair to Canavan, but attempts to reach any of the parties for statements proved unavailing yesterday.

"BUY RIGHT—BUT BUY NOW"

Jim Thorpe Stars In Football Series

HOLLYWOOD — Jim Thorpe, former Carlisle Indian athlete and called "the greatest football player who ever lived," by the late Knute Rockne, has been signed by Universal to appear in a series of football short subjects to be made at Stanford University early in September.

"BUY RIGHT—BUT BUY NOW"

Taylor Named Buyer

TORONTO—Nat Taylor, secretary-treasurer of the Exhibitors Co-operative of Canada Limited, Toronto, has become purchasing agent of the organization in succession to the late F. R. "Bud" Lennon. Taylor continues as secretary. Co-operative operates a buying pool for independent exhibitors of Ontario.

"BUY RIGHT—BUT BUY NOW"

Showman Drowned

VICTORIA—The body of Eugene Clark, former manager of the Columbia, was recovered from the waters of the Gorge amusement park, ending a search which began at 6 o'clock the previous evening, when he disappeared while swimming.

N.J.T.O.Puts Thumb Down on Protest Meet

Plans to attend the Metro National Protest Meeting, sponsored by the M. P. T. O. A. of eastern Pennsylvania, Southern New Jersey and Delaware and which is slated to be held in New York Tuesday, have been called off by Allied Theatres Owners of New Jersey. The move was decided late yesterday afternoon by Sidney Samuelson who told MOTION PICTURE DAILY that the original schedule to hold the next regular meeting of the organization on September 1 at Asbury Park will be followed as planned.

This, however, does not ban Jersey exhibitors from attending the Metro Protest Meet if they so choose, but Samuelson declares that no delegate, officer or body will represent Allied Theatre Owners of New Jersey at the New York meeting.

"BUY RIGHT—BUT BUY NOW"

U. A. to Play Product In Own Houses, Plan

SAN FRANCISCO — Peace treaty of United Artists and Fox, under terms of which the latter booked the U. A. product, will not affect the showing of U. A. product in that firm's houses, states Lou Anger, U. A. official. The deal covers situations where U. A. has no theatres.

"BUY RIGHT—BUT BUY NOW"

Carthay Circle Goes To a Revue Policy

HOLLYWOOD—Policy of the Carthay Circle Saturday switches to vaudeville on a weekly change basis. The shows are revues titled "The Carthay Circle 1932 Varieties." Fox West Coast and Fanchon & Marco are staging the shows.

"BUY RIGHT—BUT BUY NOW"

Selznick Closing for Producing Finances

Dave Selznick expects to have a financing deal for Selznick-Milestone Prod. set in about a week. He denies reports current in Hollywood that Howard Hughes is the monied mystery behind the proposed company.

"BUY RIGHT—BUT BUY NOW"

Transferred to N. Y.

COLUMBUS—Howard Dobson, assistant manager of the RKO Palace for the past six months, has been transferred to the RKO Mayfair in New York. No successor has been named for the local post.

"BUY RIGHT—BUT BUY NOW"

Acquires "Cincy" House

CINCINNATI—Ufa September 18 will take over operation of the Ufa Cinema, formerly the Royal, 320-seat house. "Tankstelle" will be the first attraction.

"Blood" Leads Denver Runs In Fine Week

Total $56,200 for 5 Theatres

DENVER—With "Sporting Blood" leading the procession with $20,000 at the Denver, a $5,000 tilt above average, and "Pardon Us" chalking up $13,000 at the Paramount, all first runs reported above average business, which is unusual for August.

"The Common Law" got $8,000 at Huffman's Aladdin, which topped average by $1,000. This was relatively better than "Night Nurse" at Huffman's Tabor, which was good for $11,000 also a jump of $1,000 over par. Three Publix houses enjoyed a brisk trade. "An American Tragedy" doing $4,200 second run at the Rialto after a big week at the Paramount.

Estimated takings for the week ending August 27 and year-round weekly averages:

"SPORTING BLOOD" (M-G-M)
DENVER—(2,300), 25c-35c-65c, 7 days. Fanchon & Marco "Dream House" Idea, Fred Schmitt and orchestra. **Gross:** $20,000. (Average, $15,000.)

"THE COMMON LAW" (RKO-Pathe)
HUFFMAN'S ALADDIN—(1,500), 35c-50c-75c, 7 days. **Gross:** $8,000. (Average, $7,000.)

"NIGHT NURSE" (Warners)
HUFFMAN'S TABOR—(1,900), 25c-35c-50c, 7 days. **Gross:** $11,000. (Average, $10,000.)

"PARDON US" (M-G-M)
PARAMOUNT — (2,000), 25c-35c-50c, 7 days. **Gross:** $13,000. (Average, $11,000.)

"AN AMERICAN TRAGEDY" (Para.)
RIALTO—(1,040), 25c-35c-50c, (2nd run), 7 days. **Gross:** $4,200. (Average, $3,750.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible," Will Rogers Top Portland

Total $15,000 for 5 Theatres

PORTLAND—Return of night baseball and warm weather hit first runs here, despite which "Dirigible" at the RKO Orpheum got $14,500, or $4,500 above average, and Will Rogers in "Young as You Feel" got $7,800, just $2,800 better than the Broadway's average. Greater Talkie Season is under way and this is expected to help business.

Estimated takings for the week ending August 27 and year-round weekly averages:

"YOUNG AS YOU FEEL" (Fox)
FOX BROADWAY—(1,912). 25c-50c, 7 days. **Gross:** $7,800. (Average, $5,000.)

"HUCKLEBERRY FINN" (Para.)
FOX PARAMOUNT—(3,068). 25c-60c, 7 days. F. & M.'s "All at Sea" Idea. **Gross:** $13,800. (Average, $12,000.)

"THE GIRL HABIT" (Para.)
FOX RIALTO—(1,498), 25c-35c, 4 days. **Gross:** $1,450. (Average for week, $4,000.)

"A HOLY TERROR" (Fox)
FOX RIALTO—(1,498), 25c-35c, 3 days. **Gross:** $1,650. (Average for week, $4,000.)

"THE STAR WITNESS" (Warners)
HAMRICK'S MUSIC BOX—(1,800), 35c, 7 days. **Gross:** $5,800. Average, $4,000.)

"DIRIGIBLE" (Col.)
RKO ORPHEUM—(1,700), 25c-50c, 7 days. Vaude. **Gross:** $14,500. (Average, $10,000.)

The Leading Daily Newspaper of the Motion Picture Industry

MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 77 NEW YORK, SATURDAY, AUGUST 29, 1931 TEN CENTS

H.B. Franklin Controls Para. Coast Houses

Participating Operation Deal Closed by Katz

Publix will sing its swan song September 7 or 15 so far as Coast theatre operation is concerned, when the two remaining Coast theatres under its management, the Paramount and United Artists, Los Angeles, pass to operating control of Harold B. Franklin. The deal was completed by Sam Katz and Harold B. Franklin, prior to leaving New York for the Coast via Buffalo.

Under the deal, Franklin will operate the houses on a participating basis.

Explaining the deal, Katz said: "At the present time the Paramount and United Artists Theatres are the only theatres operated by Publix on the West Coast. Because of their distance from other Publix theatres and because Mr. Franklin is on the

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Open Four Publix Houses Next Month

Four Publix theatres, representing the concluding touch to the company's construction program, open in September. One is the Eastown, seating 2,325, which opens in Detroit Sept. 15. A second is the Paramount in Ashland, Ky., which seats 1,560 and will open on the 5th. Third is the Paramount in Aurora, Ill., which has a capacity of 2,000. Opening date is Sept. 2. Fourth and last is the Madison in Mansfield, O., a 1,400-seater, which opens Sept. 15.

"BUY RIGHT—BUT BUY NOW"

Sues Para. to Halt Repurchase of Stock

A suit to restrain Paramount Publix from buying back blocks of its own stock at $80 a share when current market value is $20 was filed yesterday in New York Supreme Court by Joseph Balter, a minority stockholder. The repurchase covers commitments by Paramount Publix made in con-

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Barbara and Frank Giving Films the Air

HOLLYWOOD — Barbara Stanwyck and Frank Fay are through with pictures, Fay asserts. He declares they didn't seek the RKO and Paramount deals and doesn't know nor care why they were called off.

Maloy Ain't Talking

"I ain't got nothing to say," Tom Maloy, business agent of the Chicago operators' union, declared curtly over the telephone last night as he hung up on a *Motion Picture Daily* reporter who sought a statement on assertions made by Chicago officials linking the union there with bombing outrages at three Chicago theatres.

Maloy, Thomas Reynolds, union president; Ralph O'Hara and Emmett Flynn, who are in New York for conferences with William Canavan, head of the operators and stagehands international, face possible arrest for contempt of court and forfeiture of bail for leaving Cook County, Illinois, while under indictment, Assistant State's Attorney Bellows there has indicated.

Screen Tough Guy Yields as Warners Warn

A victory for producers and the validity of contracts is seen in settlement of the Cagney-Warner difficulties which, contrary to report, provide for the return of the player to the Warner fold under the terms of the agreement on which he walked out.

Cagney reports to the Hollywood studio shortly to appear in "The Blind Spot" with Joan Blondell at

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

'Street Scene' Sets New Rivoli Record

"Street Scene" grossed $8,709 on its opening day, Thursday, at the Rivoli, establishing a new summer house record. The theatre played to capacity all day.

CHICAGO AROUSED BY THEATRE BOMBS

To Act Against Labor Heads for Leaving State

CHICAGO—Indignation swept over Chicago yesterday as police prepared for 24-hour protection to independent theatres following the bombing of three houses which caused injuries to two children.

Developments in the situation yesterday were:

Arrest of Joseph Kreamer, steward of the operators' union, and two other suspects.

Steps to institute contempt and bail forfeiture proceedings against Tom Maloy and other union officials, now in New York, for leaving the county while under indictment.

Charge that Maloy's trip to New York was for the purpose of establishing an alibi.

Determination of the independents to carry the present fight to a finish.

The three theatres bombed shortly after 1 o'clock yesterday morning are the Olympia, 4619 Ashland Ave.,

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Canada Co-op Movement Is Consolidated

TORONTO—Oscar Hanson, who recently organized Community Theatres of Canada, Ltd., has amalgamated that group with Exhibitors Co-operative of Canada and the Motion Picture Theatre Owners of Canada, with himself as general manager.

Nathan Taylor, formerly with Exhibitors Co-operative, is assistant general manager. Earl Lawson, M.P. and president of Co-operative, has been retained as legal advisor of the new organization.

The new group is starting with 60 theatres as members. It has ten directors, five from Exhibitors Co-operative and five from Community Theatres.

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Plead for Canadian National Censorship

VANCOUVER—The *Sun* is agitating for a national censorship of pictures. It points out that nine Canadian provinces maintain nine boards, reviewing the same motion picture, a duplication of government that is costing Canadian taxpayers nine times too much.

"Why not have one national board doing the job once for all? Australia has come to it. South Africa has

(*Continued on page 4*)

"BUY RIGHT—BUT BUY NOW"

Pathe Won't Give Ann Harding Layoff

HOLLYWOOD—Ann Harding will be unable to appear in Eugene O'Neill's trilogy of plays, as RKO Pathe is holding the star to her contract.

Standardize Tickets, Commission Wants

WASHINGTON—Standardization and simplification of various forms of tickets are needed in the roll and machine ticket industry and such work should be undertaken by the industry, it is declared in trade practice rules adopted by the industry which have been approved by the Federal Trade Commission. About 80 per cent of the industry was represented at the Trade Practice Conference which drafted the rules.

Rules approved as relating to violations of the law are designated

(*Continued on page 2*)

"BUY RIGHT—BUT BUY NOW"

Allied Newsreel Going Out Today

First issue of the Kinograms-Allied newsreel is being shipped by Educational exchanges today, states Captain G. L. McL. Bayne, producer of the reel. The initial subject contains an advertising clip showing the method of assembling Ford automobiles. Educational handles physical distribution of the reel only.

Another "Queer" Deal?

Hollywood—That offer of two independent producers to Howard Hughes for rights to "Queer People" is on the up and up, it is learned on good authority, despite insinuations that the deal is being engineered by Hughes so he may make the picture by proxy. Hughes is expected to name his price in a few days.

Plenty of worry was caused here when *The Hollywood Herald* reported the deal because people who don't want the story filmed realize they can't control the independents.

MOTION PICTURE DAILY

Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 29, 1931 No. 77

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *Leo Meehan,* Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford,* Manager.

London correspondent: *W. H. Mooring,* The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner,* "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Standardize Tickets, Commission Wants

(*Continued from page* 1)

Group I, while those accepted as expressions of the trade are in Group II.

Group I rules relate to such subjects as inducing breach of contract; defamation of competitors; enticing employees of competitors; discrimination in price between different purchasers of commodities; secret payment of rebates; selling goods below cost with the intent and effect of injuring a competitor; circularization of threats of suit for infringement of patent or trade mark among customers of competitors, and false marking of products.

Group II rules cover proper and accurate methods of determining cost; standardization and simplification; compilation and distribution of proper and lawful statistics; independent publication of price lists and making the terms of sale a part of published price schedules; direct dealing by the owner of a patent or trade mark with the alleged original infringer rather than attempting to intimidate his customers, and a committee on trade practices.

"BUY RIGHT—BUT BUY NOW"

Bandy Sails

LONDON—H. A. Bandy, foreign manager for Warner-First National, who has been abroad for many months, sailed for New York on the *Leviathan* yesterday.

"BUY RIGHT—BUT BUY NOW"

Craven Buys Play

The American version of "Harlequin King," written by F. Duquesne, has been acquired by Frederick Craven. The stage play, never produced here, was written in its original form by S. Lothar.

"BUY RIGHT—BUT BUY NOW"

Comerford Moves In

BUFFALO—Mike Comerford has taken over the Fox houses, the Strand and Cataract, at Niagara Falls, N. Y., Buffalo exchanges have been informed.

H.B. Franklin Controls Para. Coast Houses

(*Continued from page* 1)

ground in Los Angeles, we deemed it advisable to make this arrangement so that these two houses will receive Mr. Franklin's personal attention. Mr. Franklin plans to make the Paramount and the United Artists Theatres the key houses of his activities, and we both are confident that this arrangement will work out most satisfactorily for all concerned."

Some months ago, Publix made a management deal for operation of its Coast theatres by Fox West Coast, after a period of spirited competition between the two firms in Coast keys.

"BUY RIGHT—BUT BUY NOW"

Sues Para. to Halt Repurchase of Stock

(*Continued from page* 1)

nection with acquisition of a number of theatre circuits in the company's expansion program, the guaranteed price being $80 a share. Balter claims that already 150,000 shares have been taken up by the company at a loss of more than $3,000,000 and says that redemption of the 354,226 shares allegedly involved would be "ruinous and unreasonable."

When reached late last night, Charles E. McCarthy of Paramount stated that he knew nothing of the suit and had no statement to make.

"BUY RIGHT—BUT BUY NOW"

Resuming Vaude

COLUMBUS—The RKO Palace, which has been a straight picture house since dropping stage shows two years ago, will resume a vaudefilm policy today, with Olsen and Johnson, screen stars, heading the initial vaudeville bill.

Coverage

Five pictures opened on Broadway yesterday. Three—"Guilty Hands," "Secrets of a Secretary" and "Rebound"—were caught by MOTION PICTURE DAILY prior to their debut. Two—"The White Devil" and "The Dreyfus Case"—are covered today.

The line-up:

ASTOR—"A Free Soul" (M-G-M)—reviewed by MOTION PICTURE DAILY April 18.

CAMEO—"The White Devil" (Talking Picture Epics)—reviewed today, page 4.

CAPITOL — "Guilty Hands" (M-G-M)—reviewed July 30.

CRITERION—"An American Tragedy" (Para.)—reviewed May 29.

HOLLYWOOD—"Bought" (Warners)—reviewed July 16.

MAYFAIR — "Rebound" (RKO Pathe)—reviewed June 9.

PARAMOUNT—"Secrets of a Secretary" (Para.)—reviewed August 28.

RIVOLI—"Street Scene" (U. A.)—reviewed August 28.

ROXY—"Bad Girl" (Fox) — reviewed editorially July 30.

STRAND—"The Last Flight" — reviewed August 22.

WARNERS — "The Dreyfus Case" (Col.)—reviewed today, page 4.

WINTER GARDEN—"The Star Witness"—reviewed July 21.

Laemmle's Tribute

SAN FRANCISCO—Upon hearing of the proposed benefit for Ferris Hartman, San Francisco's "grand old man of the theatre," Carl Laemmle cabled from Germany authorizing the release of "Waterloo Bridge" for its world premiere at the Hartman show. The performance, to be held at the RKO Orpheum September 1, will, in addition to presenting the Universal picture, have some 50 acts and a 75 piece orchestra. Frank Witbeck, publicity man for Universal and formerly chief publicist for Fox-West Coast, is in San Francisco for exploitation work on the picture.

"BUY RIGHT—BUT BUY NOW"

Gay Turns Producer

HOLLYWOOD—Frank Gay, one time staff writer for Fox, is reported entering production on his own with a series of two reelers featuring George M. Corcoran, recently headlined by Fanchon and Marco.

Stocks Gain; E. K. Up 3⅜ Points

	High	Low	Close	Net Change	Sales
Consolidated Film Industries	7	7	7	— ¼	300
Consolidated Film Industries pfd	13⅞	13¾	13⅞	+ ⅞	200
Eastman Kodak	144¼	140⅛	142¾	+3⅜	1,800
Fox Film "A"	14⅞	13¾	14½	+ ½	9,900
General Theatre Equipment new	2⅝	2⅜	2½	+ ⅛	6,700
Loew's, Inc.	50¾	49¼	50	+1	14,000
Loew's, Inc., pfd	93½	93½	93½	+1½	100
Paramount Publix	25	24¼	24⅞	+ ⅞	9,400
Pathe Exchange	1½	1¼	1½	+ ¼	200
Pathe Exchange "A"	6⅜	5½	6¼	+ ⅝	1,200
RKO	15½	14⅝	14⅞	+ ¼	8,500
Warner Bros.	9⅛	8⅝	9	+ ⅜	28,800
Warner Bros. pfd	21½	21	21½	+ ⅜	300

Curb Market Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures	10¼	9¼	9¼	— ½	600
Columbia Pictures vtc	9½	9½	9½	— ½	200
Educational	34	34	34	+1	10,000
Fox Theatres "A"	2½	2½	2½	+ ⅛	500
General Theatre Equipment pfd	4¾	4⅛	4½	+ ½	2,100
Technicolor	6½	6½	6½	+ ⅛	100
Trans Lux	5	4⅞	4⅞	— ⅛	300

Bonds Close Strong; W. B. Up 1¼ Points

	High	Low	Close	Net Change	Sales
General Theatre Equipment 6s '40	24⅞	22¾	24	+1¼	29
Loew's 6s '41 ex war	98½	97½	98	— ⅜	16
Paramount Broadway 5½s '51	103	103	103	+ ¼	4
Paramount F. L. 6s '47	87	86	86	— ½	26
Paramount Publix 5½s, '50	78	77½	77¾	— ¼	32
Pathe 7s '37 ww	95	94⅛	95	+1	4
Warner Bros. 6s '39 wd	56	54½	55¼	+1¼	65

Purely Personal

JOE FRANKLIN, manager of the RKO-Capitol in Ottawa, was accorded the cheers of an audience that packed the theatre when he walked out on the stage to accept the public congratulations of Mayor John J. Allen of Ottawa on his recovery from a lengthy illness. Mayor Allen told Franklin he meant much to the community because of his public spirit.

HAROLD DUNN, formerly branch manager of Warners Pittsburgh branch, and recently connected with the theatre department, leaves today for Vancouver. From there he will sail to Japan to assume management of the Warner office there.

EDWARD G. ROBINSON, "Little Caesar" himself, makes a personal appearance, beginning today, at RKO Proctor's 86th St. Theatre. This is his first Manhattan stage appearance since he entered pictures.

SYMON GOULD has resigned from the Warner exploitation department to open a publicity office of his own.

PHIL DI ANGELIS, veteran billposting firm head, has moved to new quarters at 405 West 47th St.

"BUY RIGHT—BUT BUY NOW"

Sale Signs Two-Year Warners' Contract

HOLLYWOOD—Chic Sale has signed a two-year contract with Warners. He will make six pictures under the arrangement, starting December 1. The first picture will be "Old Man Minnick." Sale still has four shorts to make for Radio before starting work for Warners.

"BUY RIGHT—BUT BUY NOW"

"Waterloo" Opening

HOLLYWOOD—Los Angeles is stepping out ahead of the 100 day and date first-run bookings on "Waterloo Bridge." The premiere of Universal's lead-off picture for the year will take place at the Orpheum Thursday at $3 top. All of the stars of the picture will make personal appearances.

The Rialto at Washington will also open its season with "Waterloo Bridge" on September 5.

"BUY RIGHT—BUT BUY NOW"

Not Closed

Oklahoma City report that the Warner there would re-open about October 1 is denied by the Warner theatre department which said yesterday the house has been operating all through the summer.

"BUY RIGHT—BUT BUY NOW"

Katz Acquires Two

George Katz, president of the De Luxe Theatrical Enterprises, has acquired the Riveria, 96th Street and Broadway, and Fox's Jamaica at Jamaica, L. I., for his subway circuit.

"BUY RIGHT—BUT BUY NOW"

Jack Warner Sailing

LONDON—Jack Warner is scheduled to sail for New York tomorrow.

A PREDICTION

IN 1914 Eastman announced the first panchromatic motion picture negative film. It swept the country... In March, 1931, Eastman announced the first stable ultra-speed panchromatic—Eastman *Super-sensitive* Panchromatic Negative, *Type 2*...It is predicted that just as color-sensitive film has practically replaced color-blind material, so the new Eastman *Super-sensitive* will make slower emulsions virtually obsolete...Naturally the producers and camera men who are adopting this remarkable film *now* will reap the greatest advantage... Eastman Kodak Company, Rochester, New York. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN *SUPER-SENSITIVE*
Panchromatic Negative, *Type 2*

Canada Co-op Movement Is Consolidated

(Continued from page 1)

M.P.T.O. of Canada is being dissolved. Directors named by Community are: Thomas Moorehead of Brampton; Fred Guest and H. W. Braden, Hamilton; Thomas Ross, Bowmanville, and Gordon Miller, Peterboro. Exhibitors Co-operative has not made its nominations as yet. The new board will elect a president.

A separate division to handle political and legislative problems on behalf of the independents has been formed, Hanson intending to confine activities to trade matters. The committee for political work consists of Don Stapleton, Ottawa; Gordon Fillman, London; Thomas Ross, Bowmanville; William Brady and J. J. McBale, Toronto. Hanson continues as managing director of Gaumont British Corp. of Canada, but there is no other connection between Gaumont and the exhibitors' co-operative.

Following death of F. R. Lennon, buyer of Exhibitors' Co-operative, practically all work of that association has been carried on by Nat Taylor.

"BUY RIGHT—BUT BUY NOW"

Plead for Canadian National Censorship

(Continued from page 1)

come to it. Britain always had it, but the rights of municipalities to prohibit, through their licensing authority, the exhibition of any particular film is preserved.

"This is probably one of the subjects that comes within the scope of the historic Ontario-Quebec jealousy regarding enducation. Surely, where the duplication of cost is so obvious (the same pictures are shown all over the country) a formula for overcoming the constitutional rights question could be found.

The *Sun* goes on to suggest that the British precedent might help and concludes that "there can hardly be a more patent example of the absurdity of the evil than its silly duplication of censors, with half a dozen officials in each province sniping and carving at the same time."

"BUY RIGHT—BUT BUY NOW"

Epics Releasing 26 Features, 124 Shorts

Talking Picture Epics has increased its releasing program for the new season to 150 shorts and features. Twenty-six of the number are features. The company has 28 exchanges in the U. S. and Canada.

"BUY RIGHT—BUT BUY NOW"

Increases Quarters

Larger quarters are being taken by the Harvey-Jaediker Service at 1674 Broadway. The company handles publicity and advertising.

"BUY RIGHT—BUT BUY NOW"

Zeidman Set

HOLLYWOOD—Bennie Zeidman has leased space at Tec-Art for his forthcoming series of independently-made productions and will operate as B. F. Zeidman Prod. Ltd.

Looking 'Em Over

"The White Devil"

(*Talking Picture Epics*)

Ufa has produced Leo Tolstoy's "Madschi Murat" with great care given to details. Originally made in German and dubbed in English, the story revolves around an incident in the Russian-Caucasian trouble of 1853, in which Ivan Mosjoukine plays the leading role. Lil Dagover, the comely heroine, does good work as the dancer with whom the Czar takes a sudden infatuation, but loses out to the hero.

The picture opens with the habitues of a Caucasian village enjoying their dancing and folk songs when it is suddenly bombarded and put to ruins. Nelidowa, the dancer, is taken prisoner by the insurgents. Nadschi Murat with a little band of men goes after them and overtakes the returning army, capturing a number of them against the wishes of his superior. He is ostracized for breaching the command and enters the Russian army as a guest of the Czar, planning revenge on the Russians. Murat escapes with the dancer and gets his revenge on the insurgents at the same time. It nearly costs him his life, but he comes through and is forgiven by the Caucasian general, the heroine's father. Acting and direction are good. The photography is well handled. Audience reaction lukewarm.

"BUY RIGHT—BUT BUY NOW"

"The Dreyfus Case"

(*Columbia*)

Presenting something different, "The Dreyfus Case" is a suspenseful drama of France's scandal of 1894 when an innocent man was sentenced to life imprisonment in a miscarriage of justice.

Alfred Dreyfus, Franch army officer and the only Jew on the general staff, was the victim, framed by a fellow officer and sentenced to life imprisonment on Devil's Island on a charge of divulging military secrets to Germany.

Subsequently, Emile Zola was interested in the case and was convicted of libel for his famous "I Accuse" letter. One of his attorneys is Georges Clemenceau, then starting his public career.

Although retried, Dreyfus is again convicted through the army caste reactionaries, but is induced to ask for a pardon which is granted. Later he is decorated with the Legion of Honor, although his pardon application was a presumption of guilt and the real culprit is never apprehended.

The trial scene in the Zola case is the picture's highlight and compensates for some of the film's slow moments. The cast is uniformly good being composed of British players. Produced by British International.

"BUY RIGHT—BUT BUY NOW"

Aster Goes Split-Week

MINNEAPOLIS—The Aster this week inagurated a new policy of split weeks on first-run pictures. Changing on Tuesdays and Saturdays, this 812-seat theatre will give the Loop fans a chance at two pictures instead of one at popular prices.

Two Paramount offerings are being used this week. The first is "Forbidden Adventure" and the second is "Girl Habit." The theatre uses minimum advertising and depends largely on the drop in trade.

Screen Tough Guy Yields as Warners Warn

(Continued from page 1)

a new contract, the understanding being that if he is "a good boy" something may be done about more money when Jack L. Warner returns from Europe.

The Warner insistence that a contract is exactly that and that Cagney must live up to it nestles closely to the attitude of other producers in matters of contract. It is felt that if Cagney had been successful in ignoring his agreement, the door would be opened wide to any Hollywood player or director who felt like walking out when the walking mood hit him.

Reports from the Coast declare that the Producers' Association had reached an understanding not to book Cagney in any of their presentation-controlled houses nor to employ him in pictures while the Warner impasse existed.

HOLLYWOOD—Joan Blondell remains with Warners for seven more years. Her present agreement has two years to go and the new pact covers five additional years.

(Continued from page 1)

Page Hurt When Car Overturns on Coast

HOLLYWOOD—Paul Page, young leading man, was critically injured when his automobile overturned at Culver City. He suffered a broken leg and internal injuries. His most recent screen appearance was in "Palmy Days."

Chi Aroused By Bombing Of Theatres

(Continued from page 1)

owned by Aaron Saperstein, president of the Allied unit which is directing the fight; the Ridge, 1550 Devon Ave., owned by Harold Lasker, and the Ray, 2638 E. 75th St., owned by Gollos Brothers.

Part of the rear of the Ridge was blown away and windows in two nearby apartments shattered, with two girls thrown from their beds and cut by flying glass. Damage to the Olympia and Ray was less, but windows in the neighborhood were shattered.

State's Attorney Swanson started a sweeping investigation, and his assistant, Charles E. Bellows, prepared to ask for a petition adjudging union officials in contempt of court and their bail forfeited for leaving the county. He says Maloy's trip to New York was to establish an alibi.

"I knew trouble was coming the minute I heard Maloy and other union officials had left for New York," said Assistant State's Attorney Lounsbury.

"BUY RIGHT—BUT BUY NOW"

Raymond Manages

PHILADELPHIA—Charles Raymond, formerly associated with Loew's Theatre enterprises in Baltimore, has been named manager of Keith's, which Loew's will open September 11 as opposition to the Stanley-Warner interests in this city. Upon the failure to agree on terms with the Stanley-Warner group, M-G-M and United Artists have united in a local exhibitors' battle here. The first feature under the new arrangement at Keith's will be United Artists' "Street Scene."

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LONG ISLAND CITY
154 CRESCENT STREET
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MOTION PICTURE DAILY

Alert, Intelligent and Faithful Service to the Industry in All Branches

Formerly Exhibitors Daily Review and Motion Pictures Today

VOL. 30. NO. 78 | NEW YORK, MONDAY, AUGUST 31, 1931 | TEN CENTS

Ignore Maloy Allied Policy In Union War

"Shoot to Kill" Ordered As Police Guard Houses

CHICAGO—There will be no further negotiations with Tom Maloy, business agent of the Chicago operators' union, declared Aaron Saperstein, president of the Allied unit, as Acting Police Commissioner Alcock and State Attorney Swanson pressed investigation of the bombing outrages at three local houses. One of the theatres bombed is owned by Saperstein.

Meanwhile, police guards are on 24-hour duty at all independent houses involved in the controversy with the operators with orders to "shoot to kill" to prevent further vandalism.

Hearing on Injunction Scheduled for Today

CHICAGO—Hearing is scheduled for today on the application of the operators' union to dissolve the temporary injunction restraining police from arresting imported operators at independent houses because of lack of licenses.

"BUY RIGHT—BUT BUY NOW"

Joe E. Brown Proves "Philly" Sensation

PHILADELPHIA—Joe E. Brown is Philadelphia's favorite son. Evidence of this is seen in last week's gross at the Mastbaum, where the First National star made a personal appearance. With a gross of $10,000 as Friday's receipts, the six-day intake for the house climbed to $62,000, the second best week in the history of the house. The record gross of $76,000 was scored New Year's week a year ago with the aid of several midnight shows during the week.

Up until Wednesday night the gross

(*Continued on page 6*)

H-F Operating

Los Angeles — Harold B. Franklin will give his personal supervision to the Paramount and United Artists when those houses are taken over in a week or two by Hughes-Franklin Theatres. The deal with Publix is on a profit-sharing basis.

Setback in Kansas

Wichita—Efforts to reopen this state on Sunday received a setback when District Judge Graver Pierpont ruled illegal the local ordinance permitting Sunday shows. Wichita is the center of Kansas' Sunday "blue" fight.

Restoration of Admission Tax Is Held Remote

WASHINGTON—Possibilities of reimposition of some of the taxes in force during the war period, including the impost on admissions, are being discussed in various interested circles throughout the country as a means of raising revenue to aid the unemployed or to reduce the government deficit, it is indicated by reports reaching Washington, but so far have been given little or no consideration here.

With three months still left before Congress convenes in December, administration leaders are waiting to see

(*Continued from page 6*)

"BUY RIGHT—BUT BUY NOW"

Suit Involves 14 Paramount Deals

Acquisition by Paramount of 12 theatre circuits, a one-half interest in Columbia Broadcasting Co., and its deal with the William Morris Agency are involved in suit for an injunction brought against the firm by Joseph

(*Continued on page 2*)

AGITATORS FOMENT MGM KICKS—FEIST

Richey Cites Exhib Danger In MGM Meet

What is taken by M-G-M as confirmation of Feist's contention that "opposition to M-G-M policy has nothing to do with values or principles, but is based on fear that other producers will follow our lead," is the following letter from the Michigan Allied unit to George P. Aarons, secretary of the eastern Pennsylvania, southern New Jersey, replying to invitation to attend the Metro National Protest Meet:

"This will acknowledge receipt of your telegram relative to the Metro situation. Do you really think that a national protest meeting will accomplish anything? Do you think that exhibitors will be foolish enough to go for that kind of a contract? Personally I think they will be few and far between.

"I have been in touch with other state

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

RKO Gets Orpheum In Cincinnati Split

CINCINNATI—RKO has closed a deal to take over the Orpheum, 3,100-seat suburban house, which is adjacent to the RKO Paramount, recently acquired from Publix. Interchange of product is provided for in the deal. M. Chester Martin will remain in nominal control of the Orpheum, but bookings will be made through RKO.

"Watch Your Step," Sales Force Told; Protest Meeting Tomorrow

Underneath most of the squawking is the exhibitors' fear that product of less intrinsic value will make the same demands, declares Felix Feist, M-G-M sales manager, in a message to his organization. He blames "a few agitators, some without even as much as one theatre" for "the new problems confronting the company."

This position he takes in view of declarations made in connection with the Metro National Protest Meeting scheduled to open tomorrow in New York that "if exhibitors give Metro 30 and 35 per cent with Saturday or Sunday starring dates, next year every producer will do the same thing."

"We cannot control that," says

(*Continued on page 6*)

"BUY RIGHT—BUT BUY NOW"

Fear 60 Cents Per Foot Duty in U.K.

LONDON—Increase of the import duty on negatives to 60 cents per foot is being unofficially predicted in the present British financial crisis. The present duty is ten cents per foot. No decision on the proposed increase has been made by the government. It is improbable that there will be any increase in the quota.

"BUY RIGHT—BUT BUY NOW"

"Lieutenant" Grosses $134,800 in Six Weeks

"The Smiling Lieutenant" grossed $134,800 in its run of six weeks at the Rivoli, New York. The figures by weeks follow:

Week ending July 23	$38,200
Week ending July 30	24,100
Week ending Aug. 6	20,200
Week ending Aug. 13	21,000
Week ending Aug. 20	17,200
Week ending Aug. 26	14,100
Total	$134,800

"BUY RIGHT—BUT BUY NOW"

Pettijohn Invited to Join M. P. Academy

HOLLYWOOD—C. C. Pettijohn, Hays counsel, has been invited to become an associate member of the Academy of Motion Pictures Arts and Sciences.

Loew's Moves Out of Buffalo, Leaving House to Shea-Publix

BUFFALO—Marking another step in pooling arrangements being attempted by circuits to alleviate overseated conditions, Shea-Publix is understood to have closed the deal for lease of the Fox Great Lakes from Loew's.

An indication is seen by insiders in the fact that Shea's Buffalo ads this week started to plug "Merely Mary Ann," Fox picture, for that house, but later Paramount's "Daughter of the Dragon" was moved in. Since Loew's played the Fox and Metro product here, it isn't figured they'd sell away a money-maker like the Farrell-Gaynor opus, nor is it figured anybody in Shea-Publix would pull the boner of advertising product not bought. Just premature, is the general belief, and the picture will go in when announcement of the deal is made on a date agreed to by Shea-Publix, Loew's and the Fox and M-G-M exchanges, it is expected.

Charles E. Raymond, under whose jurisdiction the Fox Great Lakes was turned from a headache into a profitable house, has been transferred to Philadelphia where he will manage Keith's, which Loew's opens Monday in its invasion of that city.

MOTION PICTURE DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today

Vol. 30 August 31, 1931 No. 78

MARTIN QUIGLEY
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PUBLISHED daily, except Sunday and holidays, by Motion Picture Daily, Inc., a Quigley Publication, at 1790 Broadway, New York. Telephone: CIrcle 7-3100. Cable address: "Quigpubco, New York." All contents copyrighted.

Hollywood Office: Pacific States Life Building, Vine and Yucca Streets; *Leo Meehan,* Manager. Chicago Office: 407 South Dearborn Street; *Edwin S. Clifford,* Manager.

London correspondent: *W. H. Mooring,* The Bioscope, 8-10 Charing Cross Road, London, W. C. 2. Berlin correspondent: *Alfred Weiner,* "The Film Kurrier," Berlin, W. 9.

Entered as second class matter January 4, 1926, at the Post Office at New York City, N. Y., under Act of March 3, 1879.

Subscription rates per year, including postage: $10 in the United States and Canada; foreign, $15. Single copies, 10 cents.

Number One

"WATERLOO BRIDGE," sterling in performance and stirring in its dramatic appeal, launches Universal on its way for 1931-1932. An auspicious beginning for any company in this, or any year.

THIS tragic story of love sprung out of the Great War and its shattered conventions and a poignant production with a vast appeal. It is the timbre of the acting by Mae Clarke as the girl and Kent Douglass as the boy and the deft, understanding direction by James Whale which combine to make "Waterloo Bridge" what it is.

The story, in its essentials, concerns a chorus girl, driven to the streets for a living, and a Canadian private, back in London on a two weeks' respite from gunfire and death. They meet on Waterloo Bridge during a Zeppelin raid.

The boy—young, emotional and inarticulately shy—falls in love with the girl and she, terrorized by the grim reality of her past, with him. The boy finally takes her to his well-to-do family where the futility of it all hits her with a brutal force. She leaves finally to return to London and the streets, but the boy, frenzied by emotion, follows and searches for hours until he finds the girl where they first met. He makes her promise to wait for him, although he knows the truth. They part. Mercifully or mercilessly as your emotions may react, the girl, a moment later, is killed by an exploding bomb.

MISS CLARKE is excellent as the girl whose virtue has gone easy. She gives to her interpretation a deep, womanly understanding that fairly reaches out from the screen in its effectiveness. We predict much for her future in pictures.

As the boy, stirred to the quick by the impact of his first genuine heart affair, Douglass is expert. He almost walked away from Marion Davies and a fine cast in "Five and Ten" and here he adds another fine performance to his career.

BEHIND the picture was the steadying hand of James Whale. "Journey's End," one of the notables of last year, was his. Now "Waterloo Bridge" comes to reaffirm his directorial prowess, if any such further evidence were necessary. Two pictures only from him in approximately eighteen months, but what a pair!

KANN

Off the Record

THE four operators in a theatre in the Fordham section are mourning the collapse of a scheme they devised but which didn't work so well. Figuring that they were entitled to vacations, each in turn took a week off, the others doubling up so that there were always two men in the booth. They did not notify the union of their action, for a substitute would have been dispatched to take the place of the absent projectionist and the vacationee would have sacrificed his week's pay. When the union got wind of the plot it yanked the men from the theatre and placed them at the bottom of the eligible list—with several hundred names preceding theirs.

•

Writers of original stories are reported to have developed a new racket. Facing an impasse in trying to dispose of their tales, a number of them are said to have resorted to a unique plan. They have several galleys put into print, attach a synopsis of the ensuing action and send it to scenario editors with letters insinuating that the story is about to be published in book form and the said s. e. is getting the first crack at it. Somebody must have broadcast the idea, for despite its failure the would-be authors are continuing the racket.

•

And now they do insist that a certain company soon is to have a new publicity and advertising director.

Also that the chap to succeed the deposed head will prove to be a very great surprise.

•

In the ranks of major executives, Dame Rumor has it, a change of import likewise is impending. This is the same switch denied several times—in print—by the individual involved.

Grombacher Starts Turnstile Theatre

SPOKANE, Wash.—Ray A. Grombacher, managing director of Spokane Theatres, Inc., has opened the Granada, a downtown second-run house, to which patrons are admitted by means of a turnstile. Instead of ushers, a hostess is in attendance.

Prices announced are 15 cents for all matinees until 6, including Sundays, and 20 cents for evenings, and children under 12 for 10 cents. Paramount and M-G-M features will be shown.

Stocks Rally; W. B. Up 3 Points

	High	Low	Close	Net Change	Sales
Consolidated Film Ind. pfd	15⅞	13	13⅞	.....	500
Eastman Kodak	144¼	142¾	144¼	+1½	600
Fox Film "A"	14⅞	14⅝	14⅞	+ ⅜	2,000
General Theatre Equip. new	2⅝	2½	2⅝	+ ½	600
Loew's Inc.	50⅜	50¼	50⅜	+ ⅝	5,900
Paramount Publix	25½	24⅞	25½	+ ⅝	8,600
Pathe Exchange	1½	1½	1½	.....	400
Pathe Exchange "A"	6½	6½	6½	+ ¼	100
R K O	15½	15⅜	15⅜	+ ½	3,800
Warner Bros.	10	9	10	+ 1	12,500
Warner Bros. pfd	24¾	22	24½	+ 3	400

Curb Market Irregular

	High	Low	Close	Net Change	Sales
Columbia Pictures vtc	9¼	9¼	9¼	.....	100
Fox Theatres "A"	2½	2⅜	2⅜	— ⅛	200
General Theatre Equip. pfd	4½	4¼	4½	.....	500

Bonds Gain; W. B. Up 1¼ Points

	High	Low	Close	Net Change	Sales
General Theatre Equip. 6s '40	25	24	24⅝	+ ⅝	20
Loew's 6s '41 ex war	98	98	98	.....	1
Paramount Broadway 5½s '51	102¾	102¾	102¾	— ¼	1
Paramount F. L. 6s '47	86	86	86	.....	1
Paramount Publix 5½s, '50	77½	77½	77½	— ½	1
Warner Bros. 6s '39wd	57	55	57	+ 1¼	15

Purely Personal

LOUIS MEYER of Meyer-Reiger, his finger recently caught in a sprocket, was forced to delay that trip to Chicago. The finger is improving nicely and fear that it would have to be amputated has been dispelled.

CHARLES STEINER now is visiting Cuba hunting for talent for the Spanish legitimate policy soon to be adopted at the San Joe. No Spanish pictures when the house reopens.

EDMUND MANTELL is commuting from Stamford these days, having moved to his summer home. The Bronx exhib likes the New England sunshine, says he.

SIDNEY SAMUELSON nearly lost that priceless umbrella, a family heirloom for the last six years. A visitor almost walked off with it, unintentially, the other day. But Sid nabbed him before it was too late.

JACK GENELL, former circuit operator in Brooklyn, now is selling insurance. He is paralyzed on one side as a result of the breakdown when his circuit failed. He can be seen around the film exchange these days.

"BUY RIGHT—BUT BUY NOW"

Suit Involves 14 Paramount Deals

(*Continued from page* 1)

Balter of Boston, hearing on which is scheduled today in Supreme Court, New York.

Today's argument will be on Balter's application for a temporary injunction to restrain Paramount from continuing to fulfill its commitments to repurchase for $80 a share blocks of its own stock from the firms to which the stock was issued in exchange for their stock.

Balter, who owns 300 shares of Paramount, which he says he bought for $60 per share, wants the repurchase agreement set aside as illegal and unfair to other stockholders. He says that already 152,000 shares have been repurchased at a loss to the company of more than $3,000,000 and says that transfer of the remaining 202,226 shares involved, will be "ruinous and unreasonable."

Defendants, in addition to Paramount are:

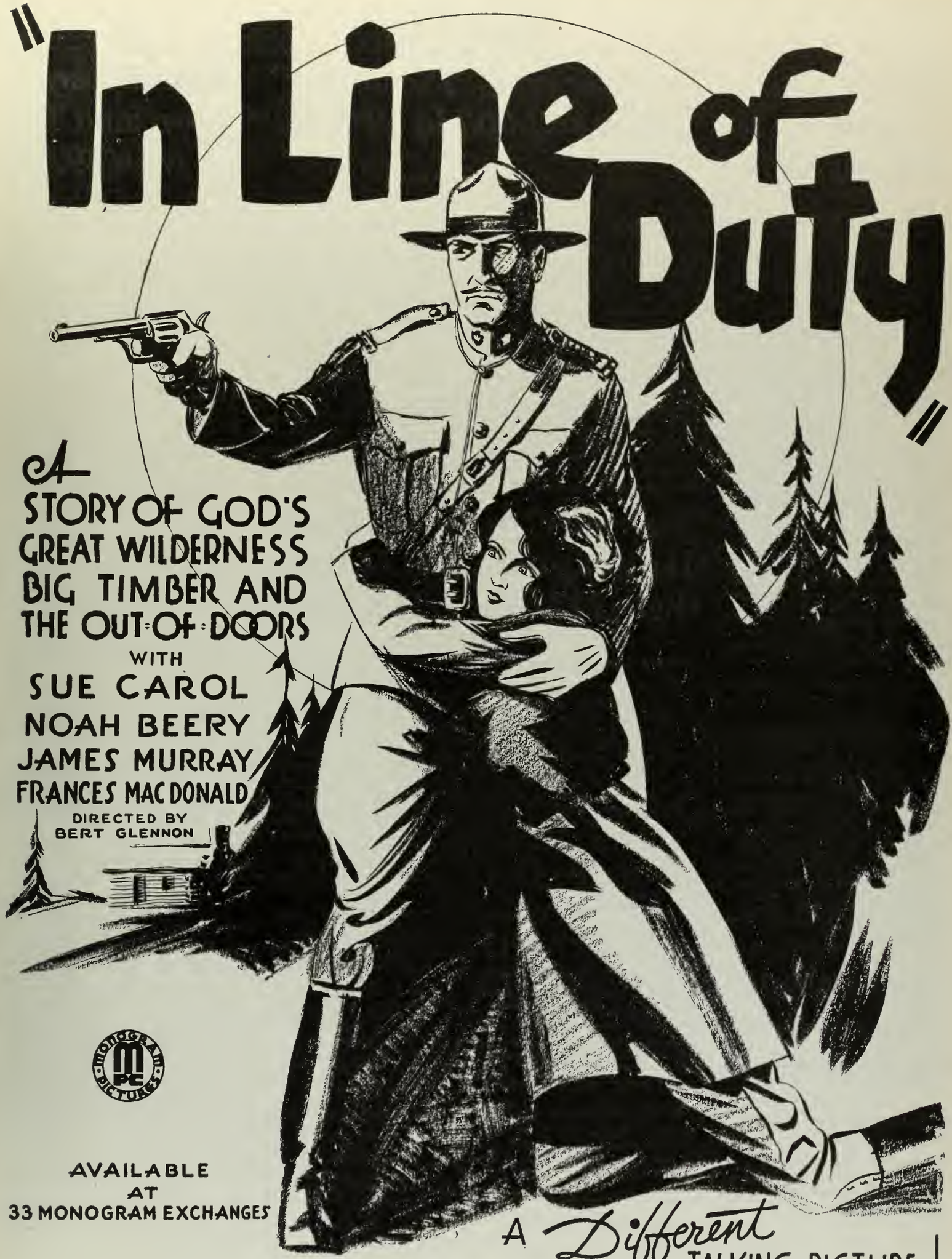
A. H. Blank Theatrical Corp.; Publix - Fitzpatrick - McElroy Corp.; Dent Theatrical Corp.; Columbia Broadcasting System; Kunsky Theatrical Corp.; Great State Theatres, Inc.; Northwest Theatres, Inc.; Saenger Theatres, Inc.; Strand Amusement Co.; Rickards & Nace Amusement Enterprises; Hostettler Amusement Co.; William Morris Agency; Paramount Enterprises, Inc., and American Amusement Co.

"BUY RIGHT—BUT BUY NOW"

Dedicate RKO Plaza

SCHENECTADY—The new RKO Plaza opened here Friday night, with Joseph Plunkett, Nate Blumberg, E. M. Glucksman and other RKO officials attending the dedication.

"In Line of Duty"



A STORY OF GOD'S GREAT WILDERNESS BIG TIMBER AND THE OUT-OF-DOORS

WITH

SUE CAROL

NOAH BEERY

JAMES MURRAY

FRANCES MAC DONALD

DIRECTED BY BERT GLENNON

AVAILABLE AT 33 MONOGRAM EXCHANGES

A *Different* TALKING PICTURE!

MONOGRAM PICTURES CORPORATION, 723 Seventh Ave., N. Y. C.

Foreign Distributors: RITCHEY EXPORT CORPORATION

Albany Likes "Politics"; Is $3,300 Above

Total $35,720 for 5 Theatres

ALBANY—"Politics" proved the best bet, playing to the biggest opening day in the history of the theatre with the single exception of "The Cock-eyed World," which cashed in $5,000 on the day the house opened. "Politics" ran $3,300 above normal during the week, matinees being exceptionally heavy and evenings there was always a standing crowd. Cool weather favored attendance at all houses. Even the topmost gallery at the Hall was jammed during the week.

While "The Star Witness" at the Strand did not do anything phenomenal, box-office receipts were above normal, reaching $9,250. While there has been some fear among exhibitors in this city of a slump in attendance, due to the infantile paralysis scare, business was not only up to standard during the past week, but over the top in a number of instances.

The Ritz has now gone into its regular winter policy of straight week runs after several weeks of splits. The State, a Buckley house, reopened this week, and the new RKO theatre, which will be the largest in this section of the state, is rapidly nearing completion and may open in November.

Estimated takings for the week ending August 27 and year-round averages:

"POLITICS" (M-G-M)
HARMANUS-BLEECKER HALL—(2,300), 35c-50c, 6 days. **Gross:** $13,300. (Average, $10,000.)

"A HOLY TERROR" (Fox)
LELAND—(1,350), 20c-25c, 6 days. **Gross:** $5,060. (Average, $6,000.)

"THE RECKLESS HOUR" (F. N.)
RITZ—(1,146), 25c-35c, 6 days. **Gross:** $4,000. (Average, $4,500.)

"TOO MANY COOKS" (Radio)
R-K-O PROCTOR'S—(1,500), 25c-60c, 3 days. **Gross:** $2,150. (Average, $2,250.)

"A WOMAN OR EXPERIENCE" (RKO Pathe)
R-K-O PROCTOR'S—(1,500), 25c-60c, 3 days. **Gross:** $1,960. (Average, $2,250.)

"THE STAR WITNESS" (Warners)
STRAND—(1,900), 35c-50c, 6 days. **Gross:** $9,250. (Average, $8,500.)

"BUY RIGHT—BUT BUY NOW"

'Transatlantic' Proves Best In Providence

Total $45,200 for 5 Theatres

PROVIDENCE—There were very few cheers along theatre row this week, only one picture reaching par. That was "Transatlantic," which took in $10,000 at the Majestic.

Estimated takings for the week ending August 27 and year-round weekly averages:

"PARDON US" (M-G-M)
LOEW'S STATE—(3,800), 20c-75c, 7 days. **Gross:** $15,500. (Average, $18,000.)

"TRANSATLANTIC" (Fox)
MAJESTIC—(2,300), 20c-50c, 7 days. **Gross:** $10,000. (Average, $10,000.)

"HUCKLEBERRY FINN" (Para.)
PARAMOUNT—(2,300), 20c-75c, 7 days. **Gross:** $8,000. (Average, $9,000.)

"CAUGHT PLASTERED (Radio)
RKO ALBEE—(2,500), 20c-50c, 7 days. **Gross:** $8,500. (Average, $9,000.)

"THE RUNAROUND" (Radio)
RKO VICTORY—(2,600), 20c-50c, 7 days. **Gross:** $3,200. (Average, $6,500.)

Joe E. Brown, "Plastered" Click $62,000 in "Philly"

Total $151,300 for 8 Theatres

PHILADELPHIA—You couldn't convince the management of the Mastbaum this week that there is such a thing as depression, for the residents of the Quaker City shoved $62,000 into the box-office, which normally sees only $40,000 every six days, Sunday shows being prohibited in this state. Wheeler and Woolsey in "Caught Plastered" furnished the screen entertainment and Joe E. Brown was there in person. Which was responsible for the terrific draw can only be guessed at.

Another Radio picture, "The Runaround," went over par, too, getting $21,500 at the Earle against the normal figure of $18,000.

Estimated takings for the week ending August 27 and year-round weekly averages:

"NIGHT ANGEL" (Para.)
ARCADIA—(600), 50c, 6 days. **Gross:** $2,800. (Average, $3,000.)

"YOUNG AS YOU FEEL" (Fox.)
FOX—(3,000), 35c-50c-75c, 6 days. Stage show. **Gross:** $25,000. (Average, $26,000.)

"THE RUNAROUND (Radio)
EARLE—(2,000), 25c-65c, 6 days. Vaudeville. **Gross:** $21,500. (Average, $18,000.)

"SMILING LIEUTENANT" (Para.)
KARLTON—(1,000), 50c, 6 days. **Gross:** $6,000. (Average, $5,000.)

"TOO MANY COOKS (Radio)
KEITH'S—(1,800), 35c-50c-75c, 6 days. **Gross:** $8,500. (Average, $15,000.)

"CAUGHT PLASTERED" (Radio)
MASTBAUM—(4,800), 35c-50c-75c, 6 days. Stage show, featuring Joe E. Brown. **Gross:** $62,000. (Average, $40,000.)

"THE STAR WITNESS" (Warners)
STANLEY—(3,700), 35c,-50c-75c, 6 days. **Gross:** $18,000. (Average, $18,000.)

"TRAVELING HUSBANDS" (Radio)
STANTON—(1,700), 25c-65c, 6 days. **Gross:** $7,500. (Average, $11,000.)

"Defender" Is Minneapolis High; $17,000

Total $52,900 for 5 Theatres

MINNEAPOLIS—Cool weather offset the competition of the Barnum & Bailey circus and several pictures hit the above-average mark. Getting $17,000, which is $3,000 above par, "The Public Defender" beat "An American Tragedy" on a percentage rating. The latter rung up $22,000, or $2,000 above normal. "Sporting Blood" also was up $2,000.

Estimated takings for the week ending August 28 and year-round weekly averages:

"FORBIDDEN ADVENTURE" (Para.)
ASTER—(812), 20c-25c, 4 days. **Gross:** $600. (Average, $750.)

"GIRL HABIT" (Para.)
ASTER—(812), 20c-25c, 3 days. **Gross:** $800. (Average, $750.)

"HONEYMOON LANE" (Para.)
LYRIC—(1,238), 20c-40c, 7 days. **Gross:** $2,500. (Average, $2,500.)

"AN AMERICAN TRAGEDY" (Para.)
MINNESOTA—(4,000) 30c-75c, 7 days. Vaude. **Gross:** $22,000. (Average, $20,000.)

"THE PUBLIC DEFENDER" (Radio)
RKO ORPHEUM—(2,900), 25c-35c-50c, 7 days. Vaude. **Gross:** $17,000. (Average, $14,000.)

"SPORTING BLOOD" (M-G-M)
STATE—(2,300), 25c-35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000.)

"BUY RIGHT—BUT BUY NOW"

F. & M. Shows at Buffalo

BUFFALO—The new F. & M. stage shows, as revamped for Shea's Buffalo, won warm applause from critics, and apparently are well liked by the public.

Bessie Love, Joe E. Brown Top Buffalo

Total $82,200 for 5 Theatres

BUFFALO—The combination of Bessie Love on the stage and Joe E. Brown in "Broadminded" on the screen gave the Hippodrome a good week, the intake being $21,000. Rave notices failed to help "Transatlantic" to any extent. All it could get at the Great Lakes was $18,900, the average gross of the house being $22,500.

Estimated takings for the week ending August 28 and year-round weekly averages:

"SECRETS OF A SECRETARY" (Para.)
BUFFALO—(3,500), 30c-65c, 7 days. Publix stage show. Gross: $24,500. (Average, $25,000.)

"TRANSGRESSION" (Radio)
CENTURY—(3,000), 25c-35c, 7 days. Gross: $8,700. (Average, $12,000.)

"TRANSATLANTIC" (Fox)
GREAT LAKES—(3,000), 25c-60c, 7 days. Loew stage show. **Gross:** $18,900. (Average, $22,500.)

"BROADMINDED" (F. N.)
HIPPODROME—(2,100), 25c-50c, 7 days. Vaudeville, headed by Bessie Love. **Gross:** $21,000. (Average, $20,000.)

"ARIZONA" (Col.)
LAFAYETTE—(3,300), 25c-35c, 7 days. **Gross:** $9,100. (Average, $12,000.)

"BUY RIGHT—BUT BUY NOW"

Cuts in St. Louis Prices

ST. LOUIS—The St. Louis Theatre, the local RKO first run picture and vaudeville house, effective on August 28 will cut its maximum admission price from 65 cents to 50 cents. Hereafter the adult admission prices will be: 25 cents to 2 p. m.; 35 cents to 6 p. m. and 50 cents thereafter. On Sundays the 50 cents rate goes into effect at 2 p. m. The cut means the top price of Fox and Missouri theatres and leaves only the Ambassador Theatre at Seventh and Locust Streets with a 65-cent top.

'Star Witness' Cleveland Top With $9,000

Total $86,500 for 7 Theatres

CLEVELAND—"The Star Witness" proved the star attraction here, pulling $9,000 in nine days at the Lake with the picture playing first run day and date for six days at the Uptown and the Variety. The Palace, with vaudeville, made the good showing of $22,000, playing "High Stakes." "Rebound" hit average of $15,000 at the Hippodrome.

Estimated takings for the week ending August 27 and year-round averages:

"THE STAR WITNESS" (Warners)
LAKE—(800), 40c-60c, 9 days. **Gross:** $9,000. (Average for week, $5,000.)

Week ending August 28:

"SON OF INDIA" (M-G-M)
STATE—(3,400), 30c-60c, 7 days. **Gross:** $20,000. (Average, $20,000.)

Week ending August 29:

"TRANSATLANTIC" (Fox)
ALLEN—(3,300), 30c-60c, 6 days. **Gross:** $15,000. (Average, $18,000.)

"GRETEL AND LIESEL" (German)
ALHAMBRA—(1,400), evenings only, 50c, 7 days. **Gross:** $2,500. (Average, $4,000.)

"FORBIDDEN ADVENTURE" (Para.)
CAMEO—(1,200), 25c-50c, 7 days. Gross: $3,000. (Average, $5,000.)

"REBOUND" (RKO Pathe)
RKO HIPPODROME—(3,800), 25c-35c-50c-60c, 7 days. **Gross:** $15,000. (Average, $15,000.)

"HIGH STAKES" (RKO)
RKO PALACE—(3,100), 25c-35c-75c, 7 days. Vaude. **Gross:** $22,000. (Average, $23,000.)

"BUY RIGHT—BUT BUY NOW"

Three Go Over Par in Good St. Paul Week

Total $34,500 for 4 Theatres

ST. PAUL—With one picture hitting par and the rest going over, there was little complaint hereabouts this week. "Young As You Feel" beat normal by $2,500; "The Public Defender" by $2,000, and "Sporting Blood" by $1,000.

Estimated takings for the week ending August 28 and year-round weekly averages:

"YOUNG AS YOU FEEL" (Fox)
PARAMOUNT—(2,300), 25c-50c, 7 days. **Gross:** $10,000. (Average, $7,500.)

"SPORTING BLOOD" (M-G-M)
RIVIERA—(1,600), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $7,500.)

"THE PUBLIC DEFENDER" (Radio)
RKO ORPHEUM—(2,600), 25c-50c, 7 days. Vaude. **Gross:** $14,000. (Average, $12,000.)

"HONEYMOON LANE" (Para.)
TOWER—(1,000), 15c-25c, 7 days. **Gross:** $2,000. (Average, $2,000.)

"BUY RIGHT—BUT BUY NOW"

Reopen Auditorium

BALTIMORE—The Auditorium, operated by the Schanberger interests, under the management of Fred C. Schanberger, Jr., reopened for the season with "The Mystery of Life." Schanberger says he is set for the entire season now with Paramount, Universal and Warner product. The policy will be 11 to 11 daily.

"Bought" Best At Okla. City Getting $6,800

Total $24,800 for 4 Theatres

OKLAHOMA CITY — Cool weather helped pull up grosses somewhat with "Bought" at $6,800 the town's leader. "Pardon Us" didn't click so well, getting only $6,700 at the Criterion.

Estimated takings for the week ending August 28 and year-round weekly averages:

"PARDON US" (M-G-M)
CRITERION—(1,800), 10c-35c-50c, 7 days. **Gross:** $6,700. (Average, $8,000.)

"HUCK FINN" (Para.)
CAPITOL—(1,200), 10c-25c-50c, 7 days. **Gross:** $5,800. (Average, $7,000.)

"BOUGHT" (Warners)
MID-WEST—(1,500), 10c-25c-35c-50c, 7 days. **Gross:** $6,800. (Average, $7,500).

"MOTHER'S MILLIONS" (Univ.)
LIBERTY—(1,500), 10c-25c-35c-50c, 7 days. **Other attractions:** "Al and Loie Bridge" (vaude.) **Gross:** $5,500. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

"Tragedy" Has Fine Start in Run at Seattle

Total $55,500 for 6 Theatres

SEATTLE—"An American Tragedy" opened strong here last week, getting $8,000 in four days at the Fox Fifth Avenue. It replaced "Young as You Feel," which rounded out a ten day run with $20,000 as total. It got $5,000 on its last four days. Otherwise business was normal.

Estimated takings for the week ending August 28 and year-round weekly averages:

"JUST A GIGOLO" (M-G-M)
FOX COLISEUM—(2,000), 25c-35c-50c, 4 days. **Gross:** $3,500. (Average, $3,500.)

"CHANCES" (F. N.)
FOX COLISEUM—(2,000), 25c-35c-50c, 3 days. **Gross:** $2,500. (Average, $2,500.)

"YOUNG AS YOU FEEL" (Fox)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c (2nd week), 3 days. **Gross:** $5,000. (Average, full week, $12,000.)

"AN AMERICAN TRAGEDY (Para.)
FOX FIFTH AVENUE—(2,750), 25c-35c-50c-75c. 4 days. **Gross:** $8,000. Average, full week, $12,000.

"SPORTING BLOOD" (M-G-M)
FOX PARAMOUNT—(3,150), 25c-35c-50c-75c, 7 days. **Gross:** $12,000. (Average, $12,000.)

"TWO-GUN MAN" (Tiff.)
LIBERTY—(2,000), 15c-30c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"BOUGHT" (Warners)
MUSIC BOX—(950), 25c-35c-50c-75c (2nd week), 7 days. **Gross:** $6,000. (Average, $7,500.)

"TRAVELING HUSBANDS" (Radio)
RKO ORPHEUM—(2,650), 25c-35c-50c-60c-75c, 7 days, Vaude. **Gross:** $12,000. (Average, $13,500.)

"BUY RIGHT—BUT BUY NOW"

Co-Star in Three

HOLLYWOOD—A lot of reports have been circulating about the Gaynor-Farrell co-starring team. They are definitely set to make two more this season, "Delicious" and "Salomy Jane," while "Merely Mary Ann" is about to swing into distribution.

"Dirigible" Is $8,000 Over Average in San Francisco

Total $140,000 for 8 Theatres

SAN FRANCISCO—Seventeen thousand gobs from the Pacific fleet helped swell attendance here last week, and when the count was completed, "Dirigible" was far and away the winner with $20,000, or $8,000 above the Orpheum's average.

"Connie" Bennett, too, was a favorite with the sailors and "Bought" got record crowds at the Warner, winding up with $15,000

Estimated takings for the week ending August 25 and year-round averages:

"THE PUBLIC DEFENDER" (RKO)
GOLDEN GATE—(2,800), 35c-40c-50c-65c, 7 days. Vaude. **Gross:** $15,000. (Average, $15,000.)

"DIRIGIBLE" (Col.)
ORPHEUM — (3,000), 25c-35c-50c (2nd week), 7 days. **Gross:** $20,000. (Average $12,000.)

Week ending August 26

"FIVE AND TEN" (M-G-M)
EL CAPITAN—(3,100), 25c-40c-60c, 7 days. Jay Brower's band; stage revue. **Gross:** $13,000. (Average, $13,000.)

SILENCE" (Para.)
WARFIELD—(2,700), 25c-35c-50c, 7 days. Rube Wolf band. **Gross:** $18,000. (Average. $19,000.)

"GUILTY HANDS" (M-G-M)
FOX—(4,600), 35c-60c, 7 days. F. & M. stage revue. **Gross:** $33,000. (Average, $35,000.)

"FRONT PAGE" (U. A.)
UNITED ARTISTS—(1,200), 25c-40c-60c (2nd week), 7 days. **Gross:** $10,000. (Average, $11,000.)

Week ending August 27

"BOUGHT" (Warners)
WARNER BROS.—(1,385), 35c-50c, 7 days. **Gross:** $15,000. (Average, $10,500.)

Week ending August 30

"DAUGHTER OF THE DRAGON" (Para.)
PARAMOUNT — (2,740), .25c-35c-50c, 7 days. Jess Stafford's band. **Gross:** $16,000. (Average, $19,000.)

"BUY RIGHT—BUT BUY NOW"

"Witness" Is Week's Best In Charlotte

Total $16,500 for 2 Theatres

CHARLOTTE—"The Star Witness" was the leader here last week, getting $5,000 against an average figure of $3,750, while "Young as You Feel" beat par by $500 with a gross of $6,000.

Estimated takings for the week ending August 28 and year-round averages:

"STAR WITNESS" (Warners)
Broadway—(1,167), 25c-35c-50c, 6 days. **Gross:** $5,000. (Average, $3,750 for 3 days.)

"YOUNG AS YOU FEEL" (Fox)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $6,000. (Average, $5,500.)

"SILENCE" (Para.)
CAROLINA—(1,441), 40c-50c, 3 days. **Gross:** $5,500. (Average, $5,500.)

"BUY RIGHT—BUT BUY NOW"

Renew U. K. Deal

LONDON—United Artists will handle Columbia product here for another year under terms of a new contract signed.

"Witness" Is Houston Top With $5,500

Total $26,000 for 4 Theatres

HOUSTON—With a fall tang in the air, there was new life in sluggish box offices. "The Star Witness" was the only film to do better than average, the other houses hitting par except the RKO Majestic with "Traveling Husband."

Estimated takings for the week ending August 27 and year-round weekly averages:

"THE STAR WITNESS" (Warners)
KIRBY—(1,654), 25c-35c-40c, 7 days. **Gross:** $5,500. (Average, $5,000.)

"BEN HUR" (M-G-M)
LOEW'S STATE—(2,700), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"BOUGHT" Warners)
METROPOLITAN—(2,512), 25c-35c-40c, 7 days. **Gross:** $7,000. (Average, $7,000.)

"TRAVELING HUSBANDS" (Radio)
RKO MAJESTIC—(2,250), 25c-35c-50c, 7 days. **Gross:** $6,500. (Average, $7,000.)

"BUY RIGHT—BUT BUY NOW"

"Defender" Is OmahaLeader; $4,500 Above

Total $35,850 for 4 Theatres

OMAHA—"The Public Defender" ran away with the honors last week, taking in $18,500 at the Orpheum. This figure is $4,500 above par and worth talking about. The other outstanding record was that made by "Young as You Feel" at the Paramount, where it beat average by $2,500, the gross being $9,500. The other first runs were only so-so.

Estimated takings for the week ending August 28 and year-round weekly averages:

"THE PUBLIC DEFENDER" (Radio)
ORPHEUM—(3,000), 25c-35c-60c, 7 days. Vaude. **Gross:** $18,500. (Average, $14,000.)

"YOUNG AS YOU FEEL" (Fox)
PARAMOUNT—(2,900), 25c-30c-35c-60c, 7 days. **Gross:** $9,500. (Average week, $7,000.)

"HUSH MONEY" (Fox)
STATE—(1,200), 25c, 4 days. **Gross:** $1,200. (Average, $1,200.)

"GOLDIE" (Fox)
STATE—(1,200), 25c, 3 days. **Gross:** $900. (Average, $900.)

"GOLD DUST GERTIE" (Warners)
WORLD—(2,500), 25c-40c, 4 days. **Gross:** $2,750. (Average, $3,200.)

"SON OF INDIA" (M-G-M)
WORLD—(2,500), 25c-40c, 3 days. **Gross:** $3,000. (Average, $2,500.)

"BUY RIGHT—BUT BUY NOW"

New Sweet Contract

HOLLYWOOD—Director Harry Sweet has been given a new term contract by RKO Pathe.

Ottawa Fair Boosts Trade At First Runs

Total $23,700 for 5 Theatres

OTTAWA—The Canadian capital was in holiday form all during the past week, the occasion being the 43rd annual fall fair. There were thousands of visitors in town, attendance marks at the exhibition were high and the theatres, particularly the RKO-Capitol and the Centre, won a goodly share of the current business.

Manager Joe Franklin counted $8,900 as the gross for "The Magnificent Lie" for the six days, this being close to the record of the previous week. The Centre jumped into second place through the popularity of "Mother's Millions" with a total of $5,200, this being above average.

The split week at the Regent was also up to expectations, the take for "I Take This Woman" on the new low admission scale being $2,500 for three days. "Rebound" for the last half at the Regent accounted for $2,300, which was equal to the new average. The Avalon was a busy spot, securing $1,200 on both "Seed" and "Laughing Sinners" for three days each.

Estimated takings for the week ending August 28 and weekly averages:

"SEED" (Univ.)
AVALON—(990), 15c-25c-35c, 3 days. **Gross:** $1,200. (Average, $1,300.)

"LAUGHING SINNERS" (M-G-M)
AVALON—(990)—15c-25c-35c, 3 days. **Gross:** $1,200. (Average, $1,300.)

"THE MAGNIFICENT LIE" (Para.)
RKO-CAPITOL—(2,592), 15c-25c-35c-50c-60c, 6 days. **Gross:** $8,900. (Previous week's gross under new policy, $9,800.)

"MOTHER'S MILLIONS" (Univ.)
CENTRE—(1,142), 15c-25c-35c-50c-60c, 6 days. **Gross:** $5,200. (Average, $4,600.)

"TEN NIGHTS IN A BAR ROOM" (Goetz)
IMPERIAL—(1,091), 10c-25c-35c-40c, 6 days. **Gross:** $2,400. (Average, $3,000.)

"I TAKE THIS WOMAN" (Para.)
REGENT—(1,225, 15c-25c-35c-50c-60c, 3 days. **Gross:** $2,500. (New average, $2,400.)

"REBOUND" (RKO-Pathe)
REGENT—(1,225), 15c-25c-35c-50c-60c, 3 days. **Gross:** $2,300. (New average, $2,400.)

"BUY RIGHT—BUT BUY NOW"

Printz in New 'Philly' Post Starting Friday

PHILADELPHIA — LeRoy Printz, musical show director, assumes his new position as director of the Mastbaum stage shows with the program opening September 4. For his first lineup of players he has Al Trahan, the three Brox Sisters and the Three Gobs. Ed Lowry will continue as master-of-ceremonies. Printz will build a new program each week, getting his talent direct from New York. The Mastbaum has increased its staff of costume and scenic designers and each show will be planned along the lines of an original Broadway revue.

"BUY RIGHT—BUT BUY NOW"

Rogers to Return to Studio After NBC

Buddy Rogers, who will appear as an orchestra leader at the New Yorker Hotel, New York, under a contract with National Broadcasting Co., will return to Paramount for future vehicles after six months of radio work.

Feist Talks On Agitators' MGM Kicks

(*Continued from page* 1)

Feist. "That's up to the exhibitor.

"To be on the level with yourself and your company, you've got to get on a level with your product.

"We are in a new season with new problems, created chiefly by a few agitators—some without even as much as one theatre—and the salesman lacking initiative and resourcefulness will find the roads rougher—the going tougher—and results lacking.

"You can't drag dollar merchandise down to dime depths and survive. There's no dodging! Facts must be faced! Either you can properly merchandise our sales policy, or you can't! Every day will contribute its answer as to whether you're a heavyweight or just a heavyweight.

"You've never known the time when the exhibitor didn't kick, but frankly, there's less justification for it this season (as it relates to Metro-Goldwyn-Mayer pictures) than ever before. Every exhibitor likes, wants and needs good product—pictures that get real money at the box office. So what you really have to sell, in the literal meaning of that word, is our sales policy.

"You will remember we had a similar problem when, as a national organization, we first insisted upon complete output contracts. We had only features then, but some members of our staff thought that output sales could never be made. Yet you actually accomplished just that! Today, it's a standard procedure with M-G-M.

"You are not expected to bluff your way thru. The honest box office values you offer are well established. Underneath most of the squawking is the exhibitors' fear that product of less intrinsic value will make the same demands. We cannot control that. That's up to the exhibitor.

"Charges of arrogance have been made against us. Let us assure you that you do not show pride in your product by getting tough in your talk. The brass age belongs to a past age and gall usually precedes a fall. The man who is properly representing us and getting adequate returns isn't riding a high horse, bellowing bravadoes or high-hatting anybody. His courage is grounded on facts and founded on performance.

"If you know what you're doing, you know what he's doing, and in that event there isn't much room for unreasonable argument.

"We have the one superlative value for which there is no substitute in the motion picture business—box office appeal. Our task is to get for this value what it is honestly worth.

"Watch your step—but keep stepping!

"Get on the level of your product!

"Sell!"

"BUY RIGHT—BUT BUY NOW"

Ohio Spot May Get Warner Stage Shows

STEUBENVILLE, O.—This will probably become a one-day spot for stage shows following recent legalizing of Sunday performances in Ohio. Warners are figuring on routing their big acts, and possibly the entire stage bills intact, in here from the Stanley, Pittsburgh, 55 miles distant, for a Sunday date of four shows. Pittsburgh houses play only a six-day week, and this town is one of Warners' strongholds now without entertainment on the stage.

"BUY RIGHT—BUT BUY NOW"

Continues Films Only

SPOKANE—The RKO Orpheum will continue its policy of feature pictures without vaudeville and will not return to its former combination shows, Manager Walter Finney stated upon his return from a regional conference of house managers called by Homer Gill, district manager. It is reported they will share M-G-M productions with the new Fox Theatre.

Richey Cites Exhib Danger In MGM Meet

(*Continued from page* 1)

leaders and find that they have called these unfair provisions to their theatre owners too and reports from these territories are to the effect that Metro is not selling.

"Don't you believe by this time that exhibitors are wide enough awake to the full importance of this situation to know, as you say, that if they give Metro 30 and 35 per cent with Saturday or Sunday starting dates, next year, every producer will do the same thing and then they might as well close up! If they know that now, George, they never will.

"Of course a few exhibitors will sign up. Some of them will possibly be given better deals than this in order that their names can be used for selling propaganda. Any man who sells out his fellows can get a good deal! Judas got thirty pieces of silver. And a few theatre owners will go for it.

"In civic life, in every organization there are a few who will not go along with the majority. A few who will not follow the leader. Generally they are the ones who are the first to complain that the organization is not doing what they want it to do. But George, after all the years you have spent in the business you know that the majority of exhibitors are not dumbbells and will stick together.

"All a national protest meeting would accomplish would be to bring this issue forceably to the attention of theatre owners everywhere and this has already been done. You can't, George, save men in spite of themselves.

"If a theatre owner's investment isn't worth protecting by his own activities, then there isn't much we can do.

"From indications few Michigan men will consider the deal. Of course, a few will have an alibi for buying. That's a great word—ALIBI. I wonder what is its derivation? It must be something a fellow says when he does something he knows he shouldn't do—or sumthin'.

"We need good pictures but we can't afford to give away theatres to get them. Why ruin the future of the business over one or two companies products?

"I don't believe you need worry about theatre owners. Just give them the facts and they will do the rest."

"BUY RIGHT—BUT BUY NOW"

Realism Plus Puts Jones in Hospital

HOLLYWOOD—Buck Jones is confined to a local hospital suffering from a severe injury to his back sustained while staging a fight in "Heading for Love." A chair, thrown at him, came too low and Buck was unable to dodge it.

"BUY RIGHT—BUT BUY NOW"

Kipp-Taylor to Televise

KANSAS CITY—First National Television has petitioned for a Federal license to broadcast television programs in Kansas City this fall. The firm was organized recently by G. L. Taylor, formerly of the Kipp-Taylor Music Co., of Manhattan, which manufactured a disc sound equipment until a year ago. A television demonstration given here last week is said to have been successful.

"BUY RIGHT—BUT BUY NOW"

Zanuck a Daddy

HOLLYWOOD — Darryl Zanuck of Warners is the proud father of a baby girl. His wife is the former actress, Virginia Fox.

"BUY RIGHT—BUT BUY NOW"

Fox Deals Today

Several deals for taking over Fox theatres in the east by independents become effective today.

Joe E. Brown Proves "Philly" Sensation

(*Continued from page* 1)

was $52,000, with bad weather threatening Friday. The last day's intake was unexpected, the ten grand breaking through the average for second top of the year. "Caught Plastered" was the feature.

"BUY RIGHT—BUT BUY NOW"

Canadian Co-op Out After More Houses

TORONTO — Expansion program throughout the Dominion is to be undertaken immediately by the newly-formed Amalgamated Theatres of Canada, Ltd. The co-operative units is starting operations with 60 theatres. The new organization is an amalgamation of Community Theatres, Exhibitors Co-operative and the M.P.T.O. of Canada.

"BUY RIGHT—BUT BUY NOW"

Ziehm Closes Deals

Arthur Ziehm of World's Trade Exchange, New York, has sold territorial rights to "Maciste in Hell" to All Star Features for the Los Angeles territory; Quality Talking Picture Co., for the Cincinnati territory, and Capital Film Exchange, New York, for the Chicago and Milwaukee territory. He also has sold to Tobis, New York, rights to the German film, "The Kaiser's Sweetheart."

"BUY RIGHT—BUT BUY NOW"

New M-G-M Contracts

New contracts have been signed by M-G-M with Zion Myers and Jules White, directors, also Leila Hyams and Robert Young. Myers and White created and co-directed the series of all-talking canine comedies and also directed Buster Keaton in "Sidewalks of New York."

"BUY RIGHT—BUT BUY NOW"

"Free Soul" Stays

Due to box-office results of "A Free Soul," M-G-M may not put in "The Squaw Man" at the Astor.

Restoration of Admission Tax Is Held Remote

(*Continued from page* 1)

what conditions are at that time before making any recommendations as to tax legislation. If possible, the administration plans to get along without any new taxes, believing that better impetus can be given to business revival by assurance of tax stability. When business recovers, if existing tax rates do not provide a surplus which will gradually wipe out the deficit, tax increases may be resorted to.

A number of foreign countries have resorted to taxation as a means of retaining stability, it is pointed out, but in no instance has the plan worked out as hoped for. In most cases, new taxes have served merely to retard business further, and the revenues have been less than estimated. The administration at Washington is not unmindful of this fact, and while no assurance is given that tax increases or new levies may not be found necessary, every other avenue of financing will be explored before they are imposed.

It is not planned to have the government finance the unemployed during the coming winter. The administration has consistently held that that is a function of the community and the new organization just set up in Washington is to devote itself to the devolpment of co-ordinated private financing of unemployment relief.

There is little probability that the United States will resort to the dole system; Great Britain's present financial difficulties are largely due to the drain of the dole.

"BUY RIGHT—BUT BUY NOW"

Lane Drops Suit

HOLLYWOOD—Lola Lane has dropped salary suit against Jerry Mayer, agent, over commissions. The matter was settled out of court.

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